

## **BAB V**

### **PENUTUP**

Pada bab ini peneliti akan membahas mengenai kesimpulan dari analisis data yang telah dilakukan pada bab sebelumnya (Bab IV). Selanjutnya peneliti menjelaskan implikasi manajerial terkait dengan masing-masing hasil yang diperoleh dari penelitian ini. Selain itu peneliti juga menguraikan keterbatasan, kelemahan penelitian dan saran untuk penelitian selanjutnya.

#### **5.1. Kesimpulan**

Berdasarkan hasil analisis data statistik deskriptif responden, maka dapat ditarik kesimpulan bahwa responden pada penelitian ini di dominasi oleh perempuan sebanyak 131 responden (60,9%) dengan rentang usia 24 hingga 35 tahun sebanyak 130 orang (60,5%). Sebagian besar responden pada penelitian ini bekerja sebagai karyawan swasta sebanyak 108 orang (50,2%). Responden dalam penelitian ini rata-rata menggunakan Instagram dengan durasi selama 30 menit hingga 2 jam sebanyak 91 orang (42,3%), rata-rata mengkonsumsi kopi sebanyak 2 hingga 5 kali dalam satu bulan dengan jumlah responden sebanyak 98 orang (45,6%), dan di dominasi oleh responden yang mengikuti 1 akun kopi di Instagram dengan jumlah 105 orang (48,8%).

Selanjutnya, berdasarkan hasil analisis uji hipotesis yang telah dilakukan pada bab sebelumnya, maka dapat ditarik kesimpulan sebagai berikut:

- a. Hipotesis 1 (H1) “berhasil” mengkonfirmasi pengaruh positif dan signifikan dari *Social Media Marketing Activity* (*entertainment, interaction, trendiness, advertisement, customization*) terhadap *Brand Equity*.
- b. Hipotesis 2 (H2) “berhasil” mengkonfirmasi pengaruh positif dan signifikan dari *Brand Equity* (*brand awareness, brand associations, perceived quality, brand loyalty*) terhadap e-WOM.
- c. Hipotesis 3 (H3) “berhasil” mengkonfirmasi pengaruh positif dan signifikan dari e-WOM (*intensity, positive valance, content*) terhadap Niat Beli.
- d. Hipotesis 4 (H4) “berhasil” mengkonfirmasi pengaruh positif dan signifikan dari *Social Media Marketing Activity* (*entertainment, interaction, trendiness, advertisement, customization*) terhadap terhadap Niat Beli.

## **5.2. Implikasi Manajerial**

Hasil penelitian ini menunjukkan bahwa dengan *social media marketing activity* yang baik akan menciptakan *brand equity* yang kuat. Dengan *brand equity* yang kuat maka akan berdampak pada e-WOM, yang pada akhirnya memberikan alasan mengapa sebuah *brand* yang kuat mampu menarik konsumen untuk menyebarkan pesan e-WOM dan mempengaruhi konsumen lain yang menerima pesan tersebut, sehingga dapat dijadikan motivasi untuk mempengaruhi niat beli konsumen.

Komunikasi sosial media mempunyai pengaruh positif yang sangat signifikan terhadap *brand equity*, semakin tinggi peran sosial media terhadap *brand equity* dan menyebabkan tersebarnya informasi, maka akan menimbulkan niat membeli (Brodie et al., 2013; Godey et al., 2016)

Pertama, variabel *social media marketing activity* memberikan pengaruh yang besar terhadap *brand equity* melalui aktivitas *entertainment, interaction, trendiness, advertisement, customization*. Semakin interaktif suatu perusahaan dalam memperkenalkan produk, memberikan informasi yang *up to date*, dan menyediakan informasi yang dibutuhkan pelanggan melalui iklan atau promosi di sosial media, maka akan menciptakan emosi atau perasaan positif tentang suatu merek di benak pengikutnya (Bilgin, 2018; Godey et al., 2016).

Kedua, variabel *brand equity* memberikan pengaruh yang paling besar terhadap e-WOM melalui *brand awareness, brand associations, perceived quality, brand loyalty*. Faktanya seseorang akan lebih percaya dengan pendapat orang lain yang telah mengkonsumsi produk dibandingkan dengan iklan yang diluncurkan oleh perusahaan, dimana akan memunculkan sikap dari seseorang itu (Sinay & Hussein, 2015). Maka pembentukan *brand equity* yang kuat mampu mempengaruhi konsumen untuk menyebarkan pesan e-WOM yang positif (Seo & Park, 2018).

Ketiga, variabel e-WOM (*intensity, positive valance, content*) memberikan pengaruh cukup besar terhadap niat beli. Karena seseorang akan lebih percaya

dengan pendapat orang lain yang telah mengkonsumsi produk dibandingkan dengan iklan yang diluncurkan oleh perusahaan (Mahendrayasa, 2013).

### **5.3. Keterbatasan, Kelemahan dan Saran Penelitian**

Beberapa keterbatasan dan kelemahan yang dialami dan dapat menjadi faktor yang dapat digunakan untuk pertimbangan bagi peneliti selanjutnya supaya lebih menyempurnakan penelitiannya. Berikut beberapa keterbatasan dan kelemahan penelitian ini, antara lain:

1. Keterbatasan responden. Responden yang terlibat dalam penelitian ini hanya memenuhi syarat minimum penentuan sampel dan hanya sebagian kecil dari pengguna sosial media Instagram yang ada di Indonesia. Dalam melakukan penelitian ini, peneliti menyadari bahwa data yang diperoleh tidak dapat sepenuhnya mewakili kondisi yang sebenarnya. Hal ini dikarenakan pasar Janji Jiwa yang sangat besar dari segi letak geografis dan demografis sehingga membutuhkan waktu yang relatif lama untuk mengumpulkan sampel dalam jumlah yang banyak. Maka penelitian selanjutnya dapat mempersiapkan waktu untuk memaksimalkan jumlah sampel yang diperoleh agar dapat mewakili kondisi yang sebenarnya.
2. Platform sosial media yang digunakan. Dalam penelitian ini hanya melihat pengaruh *social media marketing activity* pada platform sosial media Instagram. Dengan banyaknya sosial media yang dapat digunakan oleh



perusahaan untuk kegiatan pemasaran maka perlu dilakukan penelitian lebih lanjut dengan menggunakan sosial media lain seperti di platform sosial media Facebook, Youtube, dan yang sedang marak saat ini yaitu Tiktok.

3. Industri yang terlibat. Dalam penelitian ini terbatas pada industri kedai kopi, terutama kedai kopi Janji Jiwa. Di sisi lain, karakteristik konsumen pada masing-masing industri dapat berbeda-beda, sehingga penelitian selanjutnya dapat mempertimbangkan keterbatasan tersebut untuk dapat memberikan informasi yang bermanfaat tidak hanya bagi industri kedai kopi saja, tetapi juga untuk kedai kopi lain atau pemasar di bidang industri lain.
4. Variabel dan metode analisis. Penelitian selanjutnya dapat mengganti variabel atau menambahkan variabel moderasi, contohnya variabel *Social Brand Engagement, Customer Equity, dan Customer Relationship*. Serta dapat menggunakan metode analisis lain, misalnya menggunakan uji beda untuk membandingkan hasil penelitian.
5. Kuesioner pada penelitian ini terlalu banyak sehingga melelahkan dan membosankan bagi responden yang mengisi.
6. Adapun kelemahan dalam penelitian ini, yaitu peneliti tidak dapat melakukan *face* dan *content validity* dikarenakan kondisi pandemi covid 19 yang membuat peneliti tidak dapat melakukan tatap muka secara langsung dengan responden.

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**LAMPIRAN I**  
**JURNAL ACUAN**



## Effect of social media marketing on Instagram towards purchase intention: Evidence from Indonesia's ready-to-drink tea industry

Prasctyo Matak Aji<sup>a</sup>, Vanessa Nadhila<sup>a</sup> and Lim Sanny<sup>a\*</sup>

<sup>a</sup>Business Management Program, Management Department, BINUS Business School Master Program, Bina Nusantara University, Jakarta, Indonesia

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### ABSTRACT

This study attempts to investigate whether Social Media Marketing Activity (SMMA) carried out by companies / brands have a positive impact on their brand equity, e-WOM distribution on social media and customers' purchase intention. The objective of this paper is to investigate the impact of SMMA towards customers' purchase intention. The researchers tried to survey the results of previous studies to give more benefits to the readers and researchers in this area of study. Research data was collected using an online questionnaire survey of 114 participants of Instagram users in Indonesia. The results of structural equation modelling supported the current model's validity and indicated a positive effect of SMMA towards brand equity. Moreover, brand equity had a positive impact on e-WOM; and e-WOM maintained a positive influence towards customers' purchase intention. Finally, SMMA also has showed a direct impact to customers' purchase intention.

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## 1. Introduction

Until April 2019, the number of social media users was around 3.5 billion in the world, including Instagram with 802 million active users (We Are Social, 2019). Today, companies are starting to use social media as a way to promote their brands and build their brand equity (Chen et al., 2011). With the fourth largest number of internet users in the world, Indonesia has a total of 150 million internet users and most of them are also social media users. Instagram has the third largest number of active users in Indonesia, contributing 80% of all Indonesian social media users (We Are Social, 2019). 82% of brands or businesspeople in Indonesia receive Instagram Direct Messages from their customers every day, and 87% of them agree that they managed to increase sales after doing the marketing activities on Instagram. On the other hand, 90% of Instagram users say that they have communicated with a brand on Instagram (Ipsos, 2018). The technology acceleration has made companies in the industry of Fast-Moving Consumer Goods (FMCG) begin to shift to e-commerce, supported by digital marketing activities through websites and social media. This can be seen from the world online sales for FMCG products, which are growing four times faster than offline sales, with the Asian region being the largest contributor to world FMCG online sales activity (Nielsen, 2018). On the other hand, Indonesian FMCG industry also continues to grow with an increase of 1.3% in 2018. On average, Indonesian people buy FMCG products 310 times a

\* Corresponding author.  
E-mail address: [lsanny@binus.edu](mailto:lsanny@binus.edu) (L. Sanny)



year. Beverages category products contributed the most compared to other FMCG product categories in Indonesia. (Kantar World Panel, 2019). Throughout 2018, the food and beverage industry are able to grow 7.91% in Indonesia, exceed the national economic growth at 5.17%. Production of RTD in the semester 1/2019 grew positively by 2%. As one of the largest categories in the Indonesian FMCG industry, the total consumption of non-gallon Ready-To-Drink products is estimated to reach 29 billion liters per year, with bottled tea drinks taking around 15-17% of total consumption in the industry and became the second highest category after bottled mineral water. In contrast to bottled mineral water which is the basic needs of every day-to-day human being, the sale of other packaged drinks such as tea, coffee, or other beverage products is very dependent on the consumer's desire to buy the product. As a country among the top 10 tea producers in the world, the amount of tea production in Indonesia has increased in the last 2 years. This can be seen from the total data of tea production in 2015 amounted to 132,615 tons, while in 2017 tea production increased to 140,423 tons. 38.9% of total production is given to meet export needs, while the remaining 61.1% is to meet domestic consumption (BPS, 2018). With the huge amount of tea consumers in Indonesia, 75% of them are RTD tea consumers, while brewed tea consumers are around 64%. Consumers of RTD Tea have a higher tendency to also consume other packaged beverage products such as juice, soft drink, coffee and milk. At present, the characteristics of the RTD Tea market tend to be sensitive on price, taste innovation and the type of packaging which can be carried everywhere such as plastic bottles. 52% of RTD Tea consumers come from the age group of 10-29 years with some profiles, ranging from students to professional workers. This group, with its purchasing power, has a habit of shopping for soft drinks including RTD tea (Nielsen, 2018). With the increasing number of choices available, the RTD Tea products consumption has also become more frequent. Indonesian RTD tea consumers who consume the product at least once a month is amounted to 51% in 2007, and in 2017 the percentage increased to 65%. As for consumers who consume RTD Tea at least once a week also increased from 30% in 2007 to 36% in 2017. Seeing a market that is full of competition, the success of a brand in selling its products to consumers is inseparable from marketing activities on social media, because social media marketing can have a major impact on product sales. Marketing activities on social media are believed to be able to directly increase their brand equity, which includes brand awareness, brand image and brand loyalty (Bilgin, 2018). Thanks to marketing activities on social media, companies can form new patterns of marketing activities such as creating their own brand profiles, running online customer service, disseminating product information, and providing special offers in a simple, inexpensive, and sustainable way (Breitsohl et al., 2015). This finding is reaffirmed by Seo & Park (2018) that marketing activities on social media have a significant impact in building brand equity, and positive brand equity will increase e-WOM and consumer commitment. The importance of brand equity in consumer purchasing decisions, has also been researched for a long time where others concluded that consumers buy a brand product not only based on the function or quality of their products, but also because they want to get brand value and the symbolic meaning contained in the product or brand. As mentioned earlier, social media is the right tool for marketing in terms of building positive brand equity and e-WOM, and building consumer loyalty. Those who are loyal to a brand will share good experiences and provide positive recommendations and influence their own and others' buying intentions (Tiago & Verissimo, 2014). Consumers can respond immediately on social media by giving opinions, comments, and suggestions about the products or service, so consumers can get the products they need easily (Godey et al., 2010). Through social media, consumers can directly interact and share their buying experience. Seeing online review is very helpful for consumers, because it can make them feel more confident in making purchasing decisions. Therefore, this condition allows consumers to be influenced by the content shared by brands on social media, so consumers will immediately search for detailed information about products or services which is offered by brand, and makes consumers build stronger purchase intentions (Godey et al., 2010). Social network marketing, which is also driven by consumer interactions or relationships with companies, is able to significantly influence and increase consumer buying interest (Godey et al., 2010). With the shifting on communication methods in this modern era and the increasing growth of social media and FMCG industry, reaffirming how important the role of social media marketing is, as well as showing that FMCG brands have to start implementing social media marketing in their whole marketing strategies. However, we found something quite surprising. We struggled to find researches

that study the impact of social media marketing activities in the FMCG industry, especially the RTD tea industry. Most of the journals that have been published only focus their studies on the correlation between FMCG brand and consumer behavior, through conventional approaches and offline marketing strategies. This study is carried out to fill this gap with the aim of understanding and analyzing the effects of Social Media Marketing Activity on Instagram on consumer buying interest, especially in the context of the Ready-To-Drink tea industry in Indonesia. Based on all the phenomena that was mentioned before, this research study was designed with a focus on 4 objectives:

- Measure the effect of Social Media Marketing Activity on Brand Equity.
- Examine the effect of Brand Equity on e-WOM.
- Test how much influence e-WOM has on Purchase Intention.
- Analyze the effect of Social Media Marketing Activity on Purchase Intention.

## 2. Literature Review

### 2.1. Social Media Marketing Activity

Before discussing more about social media marketing activities, it is important for us to understand the meaning of social media. Social media is an online environment with the same interest to share thought, comment and idea (Weber, 2007). According to Dewing (2012), social media are used as reference for many services based on internet and cellular service that make the user to participate in online exchange, contribute on content that created by the user, or joining into community online such as blog (e.g. Tumblr), wikis (e.g. Wikipedia), Social media site (e.g. Facebook, Twitter, LinkedIn) and media sharing site (e.g. YouTube, Instagram). Social media growth causes social media as innovative way to communicate with many people. This is also used as a benefit for entrepreneur, social media encourage time and space in business interaction with the potential consumer and create a feel of closeness (Mersey et al., 2010). With social media, entrepreneur have opportunity to advertise their local product with low cost to consumer and get feedback from them. (Hanna et al., 2011). This creates social media to play functional role in business marketing. Social media activity components have been discussed by several writers with one of them Kim and Ko (2012). They classify characteristics of Social Media Marketing Activity as entertainment, interaction, trendiness, customization, and word-of mouth (WOM) and apply it to luxury brand. Koivulehto (2017) added purchase intention to component and apply it to brand fashion. Sano (2014) already identified social media component as an Interaction, Trendiness, Customization and Perceived Risk on insurance service. Jo (2013) said that marketing activities are the impact of social media marketing on Instagram in ready to drink Industry with tea category classify Social Media Marketing Activities into Entertainment, Interaction, Trendiness, Advertisement and Customization. Entertainment is fun and games obtained through social media (Agichtein et al., 2018). Entertainment on social media is an important component that gives rise to positive emotions, enhances participatory behavior and gives rise to the intention to use it continuously (Kang, 2005). It is also supported by Hudson and Hudson (2006) who believe that now marketers have designed marketing content with entertainment content to create a strong emotional connection between brand and consumer. When a user has positive emotions (happy, happy or satisfied), he/she will share that information with other group members who influence their buying intentions (Dobele et al., 2007). Interaction on social media occurs if users can communicate and exchange opinions and information easily with other users in the online community (Kim & Ko, 2010, p.168). According to Maoyan et al. (2014, p.94), interactions in social media marketing not only occurs from client to client or client to company, but the company can also quickly respond to questions from consumers. Trendiness as another component of social media marketing activities means providing the latest information about products to customers (Godey et al., 2016). Many consumers turn to various types of social media to get information, because consumers consider the source of information more reliable than company-sponsored communication through traditional promotions. Advertisement as a component refers to ad campaigns and promotions that have been carried out by business people through social media to increase sales (Bilgin, 2018). Duffett (2017) and Alalwan et al. (2017) performed a survey



on the effect of advertising or social media advertising on perception and customer awareness and reported that advertising is an important part of social media marketing activities. In Customization according to Kim and Ko (2010) social media must not only provide interesting information, but also must provide a place for users to be able to find the information they need and be able to freely express their thoughts. Martin and Todorov (2010) also argue that customization on social media is a tool for companies to communicate their uniqueness and increase preferences and loyalty to the brand.

### 2.2. Brand Equity

Brand Equity is defined as a set of brand assets and liabilities associated with a brand, its name and symbol, which add or subtract the value given by an item or service to the company or its customers (Aaker, 1991, p. 15). According to Kotler and Keller (2013) Brand Equity is the added value of a product and service, which is reflected in what consumers think, feel and do, as well as the consumer's pride in using a brand. Keller (1993) defines customer-based brand equity as a form of differentiation of brand knowledge, which results from consumer experience of that brand. Brand Equity according to Aaker (1991) includes several dimensions, including Brand Awareness, Brand Loyalty, Perceived Value, Brand Associations. The first step in building Brand Equity is to create brand awareness for consumers (Keller, 1993). Brand awareness is the ability of customers to recognize and remember a brand. the existence of Brand Awareness of consumers towards a brand shows that consumers know the brand name so that it can increase the likelihood that the brand is chosen to be purchased by consumers (Keller, 1993). Brand Loyalty is defined as the integration of attitudes, emotions, and behaviors to continue buying brands based on previous experience because the brand offers the right image, price, quality, and attributes (Kabiraj & Shanmugan, 2011). Brand Loyalty is defined as the integration of attitudes, emotions, and behaviors to continue buying brands based on previous experience since the brand offers the right image, price, quality, and attributes (Kabiraj & Shanmugan, 2011). The reason for including Brand Loyalty as a Brand Equity dimension stems from the importance of customer satisfaction with a brand (Aaker 1991), if customers are dissatisfied, they will not be loyal and look for other brands (Kim & Kim, 2005). Brand Association includes all things related to the memory of a brand (Aaker, 1991, p.109). A clear and well-defined brand association is very important for brand identity; therefore, companies must first find out what attributes in the brand association are considered important for consumers to have differentiation from their competitors (Sarker et al., 2013). Perceived Quality is defined by Zeithaml (1988) as Estimates (perceptions) of consumers towards a superiority overall product. On the other hand, Aaker (1991) defines Perceived Quality as "Customers' perceptions about the overall quality or excellence of a product or service with respect to the intended purpose relative to alternatives".

### 2.3. E-WOM

Gupta and Harris (2010) claim that the development of internet technology has led to e-WOM. Since the golden age of this modern media era, more and more consumers are sending and receiving messages through the internet. E-WOM is a positive or negative statement made by customers in the future, present or past about a product or company, and can be accessed by anyone online (Hennig Thurau et al., 2004). When consumers want to gather information about products, before they make a purchase often consumers look for product reviews or information online (Jalilvand & Samiei, 2012). Baker et al (2016) said that positive word of mouth communication would increase purchase intentions, but if the information was negative it would have an impact on the lack of buying interest. In his research Goyette et al. (2010) divides e-WOM into 4 dimensions, namely Intensity, Positive Valance, Negative Valance and Content. Intensity is the number of opinions or opinions written by consumers on a social networking site (Goyette et al., 2010). Positive Valance or positive comments are part of the Valance of Opinion, which are both positive and negative consumer opinions about products or services. Positive Valance itself is a positive comment from consumers on social networks. Usually negative comments arise because of consumer dissatisfaction with the product or service. The information content of social networking sites is relating to products and services.

## 2.4. Purchase Intention

Intention is a behavior that motivates people to do something (Rezvani et al., 2012). According to Kim & Ko, (2012) Purchase Intention is a combination of consumer interest and the possibility of buying a product. Doh and Hwang (2009) also believe that e-WOM has an important impact on consumers' purchase intentions, because consumers trust e-WOM before making any product purchases. Thus, we also assume that if a product receives positive reviews from consumers through e-WOM, it will affect the purchase intention of other consumers of the product.

## 3. Theoretical Framework and Hypothesis Development

### 3.1. Social Media Marketing Activities and Brand Equity

The main characteristic of social media is the production and consumption of content that runs without limitation of time or location. This shows that social media, through the active participation of consumers, has a greater impact on the way consumers behave or think about a brand than one-sided communication led by a company. Kim and Ko (2012) studied the effect of SMMA on luxury brands on Customer Equity and found that SMMA significantly affected the value of Brand Equity. Chae and Han (2015) report that when consumers are motivated to use hashtags on social media, they are more likely to have a positive effect on customer participation and Brand Equity. This is consistent with the results of a study from Song (2012), which shows that social media advertising in the food service industry significantly influences Brand Equity. Bruno et al. (2016) studied SMMA carried out by luxury brands and showed that this effort significantly affected Brand Image and Brand Awareness. Yadav and Rahman (2017) conducted research on the effect of Social Media Marketing Activity on Brand Equity in the journal Measuring consumer perception of social media marketing activities in e-commerce industry: Scale development & validation. The hypothesis test results reveal that Social Media Marketing Activities positively influence Purchase Intention.

**H<sub>1</sub>:** SMMA has a positive influence on Brand Equity.

### 3.2. Brand Equity and E-WOM

Social Media Marketing allows companies to communicate with consumers more easily and quickly. From a company perspective, their participation in social media produces the same positive effects as traditional advertising. Interaction with potential as existing customers enables companies to communicate positively. Interaction with potential and existing customers allows the company to communicate positive Brand Equity. Product marketing and social media can trigger WOM and the entry of new customers, which means that social media is a powerful tool for communication (Bae, 2002). Seo and Kim (2003) show the significant effect of Brand Equity on WOM. Park (2013) also investigates that Brand Equity of the franchisee on customer behavior, and then informs that Brand Equity increases WOM.

**H<sub>2</sub>:** Brand Equity has a positive influence on E-WOM.

### 3.3. E-WOM and Purchase Intention

Word of Mouth (WOM) influences the choice of consumer products through WOM that is spread by other consumers (Brown & Reingen, 1987; Herr et al., 1991). In addition, the Internet allows public opinion to be more easily and quickly accessed by other consumers. The experience of using a product or service from online users has a big influence on one's behavior (Thompson, 2003) and e-WOM is considered as one of the important reasons for consumers in making purchasing decisions. Some related studies also show that e-WOM is an important means by which consumers can obtain information about the quality of products or services (Chevalier & Mayzlin, 2006). In addition, this kind of message can effectively reduce the risks and uncertainties recognized by consumers when buying a product or service, so that their Purchase Intention can be more influenced (Chatterjee, 2001). The hypothesis between e-WOM and Purchase Intention was tested in previous studies.



**H<sub>3</sub>:** E-WOM has a positive influence on Purchase Intention.

### 3.4. Social Media Marketing Activities and Purchase Intention

As a tool of providing communication, sales, and relationships with their customers, brands are now beginning to shift to social media. This two-way communication platform is perfect for sharing information and opinions. Social media is considered more honest with consumers because it communicates what the brand is rather than trying to control its image. This type of interaction increases positive attitude towards the brand, influences commitment and stronger Purchase Intention (Hutter et al., 2013). Furthermore, it has been found that social media influences brand sales performance (Zhu & Zhang, 2010). In addition, Kim and Ko (2010) also revealed that Purchase Intention is influenced by Social Media Marketing Activity. Yadav and Rahman (2017) conducted research on the effect of Social Media Marketing Activity on Purchase Intention in the journal Measuring consumer perception of social media marketing activities in e-commerce industry: Scale development & validation where the results Social Media Marketing Activities positively influence Purchase Intention.

**H<sub>4</sub>:** SMMA has a positive influence on Purchase Intention.

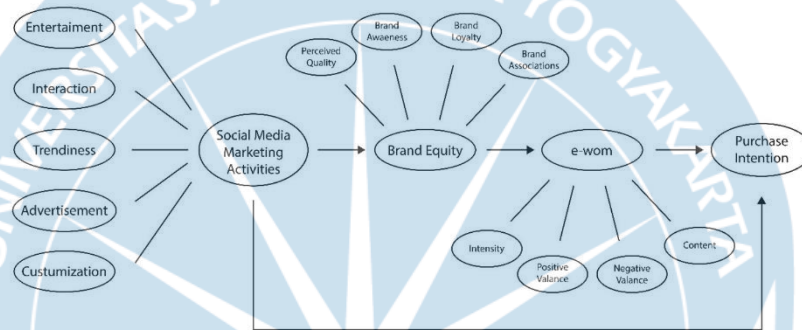


Fig. 1. Research Model

## 4. Research Methodology

The unit of analysis used in this research is individual who use Instagram and actively interact with Instagram account of RTD tea brands in Indonesia. Research samples were collected using the non-probability convenience sampling method, due to the very large population and limited information about the actual population size. In non-probability sampling, elements in the population do not have the same opportunity to be selected as respondents. Many researchers believe that the number of samples must be ten times more than the number of variables. This study has 4 variables, so the number of samples in this study is at least 40 respondents. Research data collection was carried out with a cross-sectional approach for 1 month by distributing questionnaire links through social media. This process will focus on samples in the Greater Jakarta area, Indonesia. The link to the questionnaire also contains information about the researcher, the research topic and the purpose of the research. This study applies a quantitative research approach where an online questionnaire is designed to test all hypotheses that have been built. Questionnaire is a method of data collection where everyone is asked to respond to the same set of questions. The reason for choosing quantitative research using a questionnaire is because this method is suitable to be associated with a deduction approach that focuses on using data to test a theory or hypothesis. In addition, because each respondent was asked to respond to the same question, this method provides a more efficient way of gathering many responses from a large sample (Saunders et al., 2016).

**Table 1**  
Questionnaire Items

Variable	Dimension	Indicator	Scale	Reference
SMMA	Entertainment	Interacting this brand's Instagram is fun	5-point Likert Scale (1 = Strongly disagree, 2= disagree, 3= Neutral, 4= Agree, 5= Strongly agree)	Kim & Ko, 2012
		Content of this brand on Instagram is Interesting		Kim & Ko, 2012
	Interaction	This brand's Instagram enables information sharing with others		Kim & Ko, 2012
		It's easy to deliver my opinion through this brand's Instagram		Kim & Ko, 2012
	Trendiness	The content shared in Instagram of this brand is the newest information		Kim & Ko, 2012
		Interacting with this brand's Instagram is trendy		Kim & Ko, 2012
	Customization	This brand's Instagram provide the information that I needed		Bilgin, 2018
		I can easily obtain information that I need thanks to the directions on this brand's Instagram		Bilgin, 2018
	Advertisement	I like the ads that this brand has published on Instagram		Bilgin, 2018
		Instagram ads of this brand positively affect my attention for the brand		Bilgin, 2018
Brand Equity	Perceived Quality	In comparison to alternative brands, this brand has: high quality vs. average quality vs. inferior quality	David A. Aaker, 1996	
		In comparison to alternative brands, this brand is: the best vs. one of the best vs. one of the worst vs. the worst	David A. Aaker, 1996	
		In comparison to alternative brands, this brand has: consistent quality vs. inconsistent quality	David A. Aaker, 1996	
	Brand Association	Some characteristics of this brand come to my mind quickly.	Park et al., 2019	
		I can quickly recall the performance of this brand	Park et al., 2019	
	Brand Loyalty	I have difficulty in imaging this brand in my mind	Park et al., 2019	
		I was—dissatisfied vs. satisfied vs. delighted—with the product or service during my last use experience.	David A. Aaker, 2001	
		I would buy the brand on the next opportunity	David A. Aaker, 1996	
	Brand Awareness	I would recommend the product or service to others.	David A. Aaker, 1996	
		I am always aware of this brand	Seo & Park, 2018	
I am aware of this brand's characteristics		Seo & Park, 2018		
I can always remember this brand's logo		Seo & Park, 2018		
E-WOM	Intensity	I spoke of this company much more frequently than about any other e-services company.	5-point Likert Scale (1 = Strongly disagree, 2= disagree, 3= Neutral, 4= Agree, 5= Strongly agree)	Goyette et al., 2010
		I spoke of this company to many individuals.		Goyette et al., 2010
	Positive Valance	I recommended this company		Goyette et al., 2010
		I am proud to say to others that I am this company's customer.		Goyette et al., 2010
	Negative Valance	I mostly say positive things to others.		Goyette et al., 2010
		I mostly say negative things to others.		Goyette et al., 2010
	Content	I have spoken unflatteringly of this company to others.		Goyette et al., 2010
		I discuss the prices of products offered.		Goyette et al., 2010
		I discuss the variety of the products offered.		Goyette et al., 2010
		I discuss the quality of the products offered		Goyette et al., 2010
Purchase Intention	Interacting with this brand's Instagram help me make decisions better before purchasing their products and services	5-point Likert Scale (1 = Strongly disagree, 2= disagree, 3= Neutral, 4= Agree, 5= Strongly agree)	Husnain & Toor, 2017	
			Husnain & Toor, 2017	
	Interacting with this brand's Instagram increase my interest in buying their products and services		Husnain & Toor, 2017	
			I will definitely buy products as marketed on this brand's Instagram	Husnain & Toor, 2017
I have a high intention to become this brand customers	Laksmna, 2018			

In addition, the use of online questionnaires allows respondents to participate in studies through internet connection without limited by distance and time, so that researchers can reach many respondents more efficiently and effectively. The distribution of online questionnaires is also very fast and easy, all researchers need to do is provide a questionnaire link and sent it to respondents via email or share it on social media. (Sekaran & Bougie, 2016). To ensure that respondents meet the requirements for research, a screening question is entered at the beginning of the questionnaire. In the initial stages, respondents will be asked if they have followed and interacted with the RTD tea brand on Instagram. If the respondent answers yes, then they could continue their participation in filling out the questionnaire. Then to test the demographics and characteristics of respondents, there are some questions that respondents must answer such as gender, age, profession, frequency of Instagram usage, frequency of drinking RTD tea and the number of RTD tea accounts followed on Instagram. All of these questions are presented in a closed-ended question format. The next step is to test the question items on this questionnaire. To ensure the content validity, all question items have to represent all concepts in this study. Therefore, the questions



displayed on the questionnaire are adapted from studies that have been done before. Previously, Social Media Marketing Activity was tested into 5 dimensions that are Entertainment, Interaction, Trendiness, Advertisement and Customization. 6 items of questions about Entertainment, Interaction and Trendiness were taken from a research conducted by Kim and Ko (2012). And 4 questions about Customization and Advertisement were adapted from studies conducted by Bilgin (2018). And then, there are 7 questions about Brand Equity obtained from Aaker (1996) and 2 questions from Seo and Park (2018). As for the e-WOM variable, 10 questions were taken from a study conducted by Goyette et al. (2018). In closing, respondents were confronted with 3 questions regarding Purchase Intention that were adapted from a study by Husnain and Toor (2017) and a question from the study of Laksmana (2018). 5-Point Likert Scale (5 = Strongly agreed; 1 = Strongly disagree) was applied to all questions items in the questionnaire to measure respondents' opinions regarding Social Media Marketing Activity, Brand Equity, e-WOM and Purchase Intention. The results of the questionnaire were then analyzed using the Statistical Package for Social Sciences (SPSS) 21.0 and SmartPLS applications. In addition, this research also uses the Structural Equation Model (SEM) to test the research model and analyze the relationship of each variable in the research model. Confirmatory Factor Analysis (CFA) is used to test whether the question instruments that have been grouped based on their latent variables (their constructs) are consistent in their constructs or not. After getting the appropriate model and variable using CFA, then the relationships between variables were tested using Path Analysis (Anderson & Gerbing, 1988). Discriminant Validity needs to be tested to explain how much the value of one construct differs from the value of another construct that is on the same measurement model (Hulland, 1999). To test Discriminant Validity, there are 3 parameters needed, AVE, MSV and ASV. AVE values must be higher than MSV and ASV, and the square root of AVE must be greater than the correlation of each construct (Hair, 2014). Construct Reliability Test is also conducted to test whether the instruments used in research to obtain information, can be trusted as a data collection tool and are able to reveal the real information in the field (Bagozzi & Yi, 2012). This test is carried out using Cronbach's Alpha and Composite Reliability (CR), where all CR values must be 0.7 or more to show the appropriate reliability (Hair, 2014). When all CR values meet the 0.7 requirement limit, it can be concluded that all question items have internal consistency and the designed measurement model can also be trusted (Nunnally, 1994).

## 5. Results & Discussion

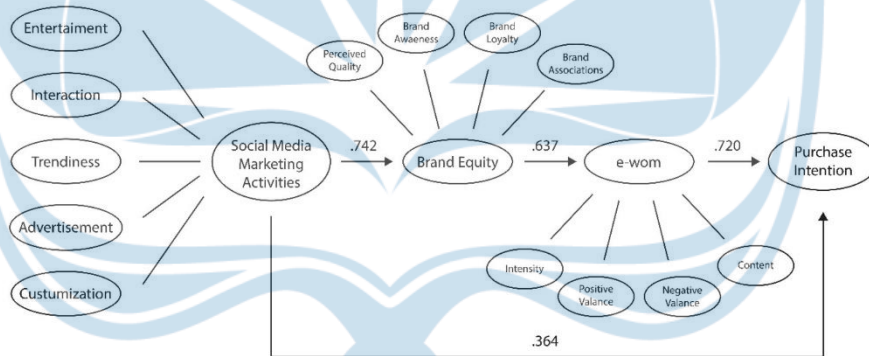
### 5.1. Results

Respondents in this research consisted of male (54%) and female (46%). Most respondents were under 24 years old (53%). Respondents' occupations are quite varied with the majority being students (i) (41.1%) and private employees ranking second (27.4%). Meanwhile the majority of 41.1% spend 2-4 hours per day using Instagram, and 28.5% spend 30 minutes - 2 hours on Instagram. As many as 54.8% of respondents mentioned that they consume packaged tea 2-5 times a month. Of all respondents, 62.1% had followed 1 brand of packaged tea on Instagram. Detailed demographic of respondents can be seen in Table 2. As stated by H1 that SMMA's affects Brand Equity of a tea brand in packaging, it has been demonstrated that the correlation is high with an R value of 77% and a coefficient of determination or R square value of 59.5% of Brand Equity can be explained or predicted by Social Media Marketing Activity ( $\beta = .742$ ,  $t = 9.811$ ). Therefore, with a significance level of 100% (significance = 0,000) shows a significant relationship. Therefore, H1 is supported. For H2 which states that Brand Equity affects E-WOM, it has been shown that the correlation between the two is not very strong with an R value of 67% and an R Square value of 45.2% ( $\beta = .637$   $t = 8,025$ ). Which means 45% of E-WOM is explained by Brand Equity. Furthermore, this confirms that Brand Equity creates E-WOM with a significance level of 100%. As a result, H2 is supported. Likewise, H3 which states that E-WOM influences Purchase Intention has a correlation where the value of R 64.1% and R Square 44.1% of the Purchase Intention described by E-WOM ( $\beta = .720$ ,  $t = 7.233$ ). With a significance level of 100% (significance = 0,000). As a result, H3 is supported. The last hypothesis is H4 which states that SMMA directly influences the purchase intention of tea brands in having a RR value of 51% and R Square 26.1% which means that only 13% of purchase intentions can be changed or predicted directly by Social Media Marketing Activity ( $\beta = .364$ ,  $t = 6.558$ ).

With a significance value of 100% (significance = 0,000) Therefore, H4 is supported.

**Table 2**  
Demographic of Respondents

Measure	Item	Count	Percentage %
<b>Gender</b>	Male	67	54
	Female	57	46
<b>Age</b>	<24 years old	66	53.2
	24-35 years old	43	34.7
	35-44 years old	13	10.5
	45-54 years old	2	1.6
<b>Job</b>	Student	11	8.9
	College student	51	41.1
<b>Duration using Instagram</b>	Entrepreneur	10	8.1
	< 30 minutes	7	5.6
	30 minutes - 2 hours	35	28.5
	2 hours - 4 hours	51	41.1
	4 hours - 6 hours	23	18.5
	> 6 hours	8	6.5
<b>How often to drink ready-to-drink tea</b>	More than 10 times	17	13.7
	6-10 times	19	15.3
	2-5 times	68	54.8
	1 time	20	16.1
<b>The number of ready to drink tea accounts to follow</b>	1 Account	77	62.1
	2 Accounts	32	25.8
	3 Accounts	15	12.1
<b>Total of respondents</b>		124	100



**Fig. 2.** Confirmatory Factor Analysis Diagram



**Table 3**  
EFA and inferential statistics

Variable	Item's in the questionnaire	Factor Loading	Mean	Cronbach's Alpha
	<b>Entertainment</b>			0.933
	1.1 I like to do activities such as giving likes or comments on this brand's Instagram	0.76	3.54	
	1.2 Content of this brand on Instagram is Interesting	0.76	4.1	
	<b>Interaction</b>			
	1.3 This brand's Instagram enables information sharing with others	0.849	3.72	
	1.4 It's easy to deliver my opinion through this brand's Instagram	0.849	3.91	
	<b>Trendiness</b>			
	1.5 The content shared in Instagram of this brand is the newest information	0.738	4.01	
	1.6 Interacting with this brand's Instagram is trendy	0.738	3.46	
	<b>Customization</b>			
	1.7 This brand's Instagram provide the information that I needed	0.869	3.72	
	1.8 I can easily obtain information that I need thanks to the directions on this brand's Instagram	0.869	3.62	
	<b>Advertisement</b>			
	1.9 I like the ads that this brand has published on Instagram	0.889	4.02	
	1.1 Instagram ads of this brand positively affect my attention for the brand	0.889	3.91	
	<b>Brand Awareness</b>			0.94
	2.1 I am always aware of this brand	0.659	4	
	2.2 I am aware of this brand's characteristics	0.864	4.07	
	2.3 I can always remember this brand's logo	0.704	3.81	
	<b>Brand Associations</b>			
	2.4 Some characteristics of this brand come to my mind quickly.	0.856	3.96	
	2.5 I can quickly recall the performance of this brand	0.856	3.99	
	<b>Brand Loyalty</b>			
	2.6 I was satisfied with the product or service during my last use experience.	0.856	4.15	
	2.7 I would buy the brand on the next opportunity	0.907	4.2	
	2.8 I would recommend the product or service to others.	0.882	3.84	
	<b>Perceived Quality</b>			
	2.9 In comparison to alternative brands, this brand has high quality	0.856	3.93	
	2.1 In comparison to alternative brands, this brand is the best	0.851	3.89	
	2.1 In comparison to alternative brands, this brand has consistent quality	0.75	4.22	
	<b>Intensity</b>			0.842
	3.1 I spoke of this company much more frequently than about any other e-services company.	0.833	3.72	
	3.2 I spoke of this company to many individuals.	0.833	3.3	
	<b>Positive Valance</b>			
	3.3 I recommended this company	0.777	3.54	
	3.4 I am proud to say to others that I am this company's customer.	0.827	3.67	
	3.5 I mostly say positive things to others.	0.627	4	
	<b>Negative Valance</b>			
	3.6 I mostly say negative things to others.	0.844	2.04	
	3.7 I have spoken unflatteringly of this company to others.	0.844	1.85	
	<b>Content</b>			
	3.8 I discuss the prices of products offered.	0.622	3.28	
	3.9 I discuss the variety of the products offered.	0.71	2.19	
	3.1 I discuss the quality of the products offered	0.734	3.69	
	4.1 Interacting with this brand's Instagram help me make decisions better before purchasing their products and services	0.725	3.98	0.871
	4.2 Interacting with this brand's Instagram increase my interest in buying their products and services	0.774	3.59	
	4.3 I will definitely buy products as marketed on this brand's Instagram	0.788	3.8	
	4.4 I have a high intention to become this brand customers	0.605	3.91	

**Table 4**  
Result

	Hypothesis	R	R square	Significant	$\beta$	$t > 1.96$	Results
<b>H1</b>	Social Media Marketing Activity affects Brand Equity	0.772	0.595	0	0.742	9.811	Supported
<b>H2</b>	Brand Equity affects E-WOM	0.672	0.452	0	0.637	8.025	Supported
<b>H3</b>	E-WOM affects Purchase Intention	0.641	0.441	0	0.72	7.233	Supported
<b>H4</b>	Social Media Marketing Activities affects Purchase Intention	0.511	0.261	0	0.364	6.558	Supported

This research shows that H1, H2, H3 are SMMA's which affect brand equity, brand equity which affects e-WOM; and e-WOM influencing Purchase Intention each has a positive impact. Likewise, SMMA has a direct effect on Purchase Intention, as in the previous research that we have attached in Chapter 2 of

this research.

## 5.2. Discussion

This research has investigated the relationship between social media marketing activities, brand equity, e-WOM and consumer buying interest. The results obtained from this study indicate that social media marketing activities are an important factor in arousing buying intentions among consumers. The research results indicate that the buying interest of Indonesian consumers can be influenced through marketing activities on social media. This supports previous research from Yadav and Rahman (2017) and Khan (2019) which states that Social Media Marketing Activities increase customer trust in brands, so that their willingness to buy brands increases. The approach through social media gives consumers a place to get to know a brand more interactively, which in turn can increase brand equity. This is consistent with previous research from Godey et al. (2016) and Yadav and Rahman (2017). Brand Equity significantly influences e-WOM, the results of this research are consistent with previous research from Eun-JuSeo and Jin-WooPark (2018) which says that Brand Equity leads to e-WOM positively. Ensuring sustainable and efficient social media activities can make customers more aware of these products, thus encouraging customers to spread e-WOM ungrudging. With a more interactive social media system, consumers can share their knowledge related to brand products / services more flexibly, so information about products / services can spread wider and faster. In addition, the increasing trend in the use of social media in Indonesia can also attract consumers to switch to social media to get information about certain products and services, which can also have an impact on increasing consumer purchase intentions.

## 6. Conclusions, limitation a future research

In this digital age, social media has become an integral part of daily life as a communication channel where people share their own consumption behavior, product preferences, opinions and experiences with other users. This broad area of communication where consumers interact with each other with other users, offers significant opportunities for companies to promote products, such as lower costs, faster time, and ease of reaching a greater mass of consumers. Many companies and businesses have begun creating their own brand profiles on social media communication channels and developing activities that will engage consumers by sharing content such as product information, discounts, advertisements, and promotions. This research has been conducted to develop an understanding of social media marketing in the context of Instagram users in Indonesia. This study confirms the effect of social media marketing on brand equity and confirms the significant impact of brand equity on e-WOM, which ultimately provides a reason why strong brands are able to attract consumers to spread e-WOM messages and influence other consumers who receive the information, and motivate them to buy or not buy a product. Focusing on product promotion through Instagram will increase brand awareness and build brand equity in the minds of consumers. Therefore, the company's marketing plan should be accompanied by certain strategies in social media platforms to expand brand networks, community development, and increase interaction between brands and consumers. So, to increase profits in the long run and strengthen brand equity, it is advisable to inform consumers about the products or services offered on social media, especially Instagram, and to build strong relationships with customers through online communities. This study will be useful for Indonesian academics and practitioners to understand the impact of social media marketing activities, especially on Instagram. Based on these findings, it can be concluded that current Indonesian consumers are heavy users of social media and are strongly influenced by social media messages in their buying process. Companies and businesspeople must understand the importance of Instagram in Indonesian society as an effective tool for marketing products and incorporating activities on Instagram in their marketing strategies. The social media marketing channel will be an effective tool in Indonesia to market products that most Indonesian consumers get the information and buy product through this channel.

This research has successfully demonstrated the effect of marketing activities on social media on consumer buying interest, but there are some limitations on the results of the study above. First, the respondents involved in this study were only a small portion of Indonesian social media users, so it became less



relevant to generalize research results for the entire population of social media users. In addition, although there are currently many social media that can be used by companies for marketing activities, this study only looks at the impact of social media activities on one platform, Instagram. Therefore, in order to better understand the role of social media marketing activities, further research is needed on users of social media in other regions as well as on other social media platforms such as Facebook, Twitter and Youtube. Secondly, the industry involved in this study is limited to the FMCG industry, especially the RTD tea industry. On the other hand, the characteristics of consumers in each industry can vary, so subsequent research must consider these limitations to be able to provide useful information not only for the tea industry, but also for marketers in other industries. Last, other factors that might influence consumer purchase intention can also be incorporated into further research models to understand the influence of social media activities in a broader and more detailed manner. Further research can be carried out by adding mediation and moderation of variables from the consumer side such as gender, age and frequency of use of consumer social media.

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# **LAMPIRAN II**

## **KUESIONER PENELITIAN**



# PENGARUH SOCIAL MEDIA MARKETING INSTAGRAM TERHADAP NIAT BELI KONSUMEN PADA KOPI JANJI JIWA

Selamat pagi/siang/malam, perkenalkan nama saya Stefanie Sandra Santoso, mahasiswa Program Pascasarjana Magister Manajemen Universitas Atma Jaya Yogyakarta. Saat ini saya sedang menyusun penelitian thesis sebagai tugas akhir dengan judul 'PENGARUH SOCIAL MEDIA MARKETING INSTAGRAM TERHADAP NIAT BELI KONSUMEN PADA KOPI JANJI JIWA'. Mohon meluangkan waktu sejenak untuk mengisi kuesioner penelitian pada link dibawah ini:

<https://forms.gle/9t1U7HNha8WC2zi46>

Atas kesediaan saudara, saya ucapkan terima kasih.

\* Required

## Identitas Responden

1. Jenis Kelamin \*

*Mark only one oval.*

Laki - Laki

Perempuan

2. Usia \*

*Mark only one oval.*

< 24 Tahun

24 - 35 Tahun

36 - 44 Tahun

45 - 54 Tahun

## 3. Pekerjaan \*

Mark only one oval.

- Pelajar
- Mahasiswa
- Pegawai Negeri
- Karyawan Swasta
- Wiraswasta / Pengusaha

## 4. Durasi Menggunakan Instagram Per Hari \*

Mark only one oval.

- < 30 menit
- 30 menit - 2 jam
- 2 jam - 4 jam
- 4 jam - 6 jam
- > 6 jam

## 5. Intensitas Konsumsi Kopi Dalam Satu Bulan \*

Mark only one oval.

- 1 kali
- 2 - 5 kali
- 6 - 10 kali
- > 10 kali



## 6. Jumlah Akun Instagram Kopi yang Diikuti \*

Mark only one oval.

- 1 akun  
 2 akun  
 3 akun

Seputar Kopi Janji Jiwa

## 7. Ukuran Kemasan yang Dibeli \*

Mark only one oval.

- Regular  
 Large  
 Kemasan 1 liter

## 8. Varian Rasa yang Disukai \*

Mark only one oval.

- Kopi  
 Kopi Klasik (Latte)  
 Milktea  
 Earl Grey  
 Pandan Series  
 Soeram Series  
 JanjiLo Series (Janji Jiwa X Milo)  
 Teh Botol Series  
 Janji Jiwa X Oreo  
 Tanpa Kopi / Non Kopi

9. Pernah Melakukan Pembelian Kopi Janji Jiwa di Kota \*

Mark only one oval.

- Jabodetabek
- Yogyakarta
- Surakarta
- Surabaya
- Semarang
- Other: \_\_\_\_\_

10. Sering Melakukan Pembelian Kopi Janji Jiwa \*

Mark only one oval.

- Online
- Datang Langsung ke Outlet

Social Media Marketing

Entertainment

11. Akun Instagram Janji Jiwa menarik. \*

Mark only one oval.

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

12. Konten yang dibagikan oleh Instagram Janji Jiwa menarik. \*

Mark only one oval.

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

13. Saya menikmati saat melihat Instagram Janji Jiwa. \*

Mark only one oval.

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

#### Interaction

14. Instagram Janji Jiwa memungkinkan berbagi informasi dengan orang lain. \*

Mark only one oval.

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

15. Dapat berdiskusi dan bertukar pendapat di Instagram Janji Jiwa \*

Mark only one oval.

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

16. Dapat bereksperi dengan mudah di Instagram Janji Jiwa \*

Mark only one oval.

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

### Trendiness

17. Konten yang dibagikan di instagram Janji Jiwa adalah informasi terbaru. \*

Mark only one oval.

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

18. Berinteraksi dengan Instagram Janji Jiwa menjadi hal yang sedang menjadi tren. \*

Mark only one oval.

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

19. Instagram Janji Jiwa menggunakan gambar/video terbaru \*

Mark only one oval.

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

### Customization

20. Instagram Janji Jiwa memberikan informasi yang saya butuhkan. \*

Mark only one oval.

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

21. Saya dapat dengan mudah memperoleh informasi yang saya butuhkan dari Instagram Janji Jiwa. \*

Mark only one oval.

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

22. Pencarian informasi yang sesuai tersedia di Instagram Janji Jiwa \*

Mark only one oval.

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

### Advertisement

23. Saya menyukai iklan yang dipublikasikan di Instagram Janji Jiwa \*

Mark only one oval.

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

24. Iklan Instagram Janji Jiwa secara positif mempengaruhi perhatian saya terhadap Janji Jiwa \*

Mark only one oval.

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

25. Iklan yang dirilis di Instagram Janji Jiwa menarik \*

Mark only one oval.

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

Brand Equity

Brand Awareness

26. Saya selalu menyadari merek Janji Jiwa. \*

Mark only one oval.

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

27. Saya menyadari karakteristik Janji Jiwa. \*

Mark only one oval.

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

28. Saya selalu dapat mengingat logo Janji Jiwa. \*

Mark only one oval.

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	Sangat Setuju

### Brand Associations

29. Beberapa karakteristik Janji Jiwa muncul di pikiran saya dengan cepat. \*

Mark only one oval.

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

30. Saya dapat dengan cepat mengingat kinerja Janji Jiwa. \*

Mark only one oval.

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

31. Saya kesulitan dalam membayangkan merek Janji Jiwa dalam pikiran saya. \*

Mark only one oval.

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

### Brand Loyalty

32. Saya puas dengan produk atau layanan Janji Jiwa selama pengalaman pembelian terakhir saya. \*

Mark only one oval.

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

33. Saya akan membeli Janji Jiwa pada kesempatan berikutnya. \*

Mark only one oval.

	1	2	3	4	5	
Sangat Tidak setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

34. Saya akan merekomendasikan Janji Jiwa kepada orang lain \*

Mark only one oval.

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

### Perceived Quality

35. Dibandingkan dengan merek alternatif, Janji Jiwa memiliki kualitas yang tinggi. \*

Mark only one oval.

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju



36. Dibandingkan dengan merek alternatif, Janji Jiwa lebih baik. \*

Mark only one oval.

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

37. Dibandingkan dengan merek alternatif, Janji Jiwa memiliki kualitas yang konsisten. \*

Mark only one oval.

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

E-WOM

Intensity

38. Saya berbicara tentang Janji Jiwa lebih sering daripada kedai kopi lainnya. \*

Mark only one oval.

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	Sangat Setuju

39. Saya berbicara tentang produk Janji Jiwa lebih sering daripada merek lainnya. \*

Mark only one oval.

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

40. Saya berbicara tentang Janji Jiwa kepada banyak orang. \*

Mark only one oval.

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

#### Positive Valance

41. Saya merekomendasikan Janji Jiwa. \*

Mark only one oval.

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

42. Saya bangga mengatakan kepada orang lain bahwa saya adalah pelanggan Janji Jiwa. \*

Mark only one oval.

	1	2	3	4	5	
Sangat tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

43. Saya kebanyakan mengatakan hal-hal positif kepada orang lain tentang Janji Jiwa. \*

Mark only one oval.

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

#### Negative Valance

44. Komentar negatif di instagram Janji Jiwa menunjukkan informasi mengenai produk atau merek Janji Jiwa \*

Mark only one oval.

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

45. Komentar negatif di Instagram Janji Jiwa menunjukkan ketidakpuasan terhadap produk atau merek Janji Jiwa. \*

Mark only one oval.

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

46. Komentar negatif di Instagram Janji Jiwa merupakan informasi yang berpengaruh. \*

Mark only one oval.

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

## Content

47. Saya membahas harga produk yang ditawarkan Janji Jiwa. \*

Mark only one oval.

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

48. Saya membahas variasi produk yang ditawarkan Janji Jiwa. \*

Mark only one oval.

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

49. Saya membahas kualitas produk yang ditawarkan Janji Jiwa.

Mark only one oval.

	1	2	3	4	5	
Sangat tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

Niat Beli

50. Berinteraksi dengan Instagram Janji Jiwa membantu saya membuat keputusan dengan lebih baik sebelum membeli produk Janji Jiwa. \*

Mark only one oval.

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju

51. Berinteraksi dengan Instagram Janji Jiwa meningkatkan niat saya untuk membeli produk Janji Jiwa. \*

Mark only one oval.

	1	2	3	4	5	
Sangat Tidak Setuju	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Sangat Setuju



52. Saya akan membeli produk seperti yang dipasarkan di Instagram Janji Jiwa. \*

Mark only one oval.

1 2 3 4 5

Sangat Tidak Setuju      Sangat Setuju

53. Saya memiliki niat yang tinggi untuk menjadi pelanggan Janji Jiwa. \*

Mark only one oval.

1 2 3 4 5

Sangat Tidak Setuju      Sangat Setuju

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Google Forms

**Kepada,**

**Responden Yth.,**

Perkenalkan Saya Stefanie Sandra, mahasiswa Program Studi Magister Manajemen Universitas Atma Jaya Yogyakarta (UAJY) Angkatan 2020, Bidang Konsentrasi Manajemen Pemasaran yang saat ini sedang melakukan penelitian tugas akhir dengan judul “Pengaruh *Social Media Marketing* Instagram Terhadap Niat Beli Konsumen Pada Kopi Janji Jiwa”. Saya mohon ketersediaan waktu dan bantuan teman - teman untuk ikut berpartisipasi dalam menjawab beberapa pertanyaan yang terdapat pada kuesioner ini. Semua informasi terkait identitas diri yang teman - teman berikan melalui kuisisioner ini akan dijaga kerahasiaannya dengan aman dan hanya digunakan untuk kepentingan pendidikan. Atas perhatian dan waktunya, saya ucapkan terima-kasih.

Stefanie Sandra Santoso

Program Studi Magister Manajemen UAJY

Bidang Ilmu Konsentrasi Manajemen Pemasaran

## KUESIONER

### BAGIAN 1 : Profil Responden

1. Jenis Kelamin:

- Laki-laki
- Perempuan

2. Usia:

- < 24 tahun
- 24-35 tahun
- 35-44 tahun
- 45-54 tahun

3. Pekerjaan :

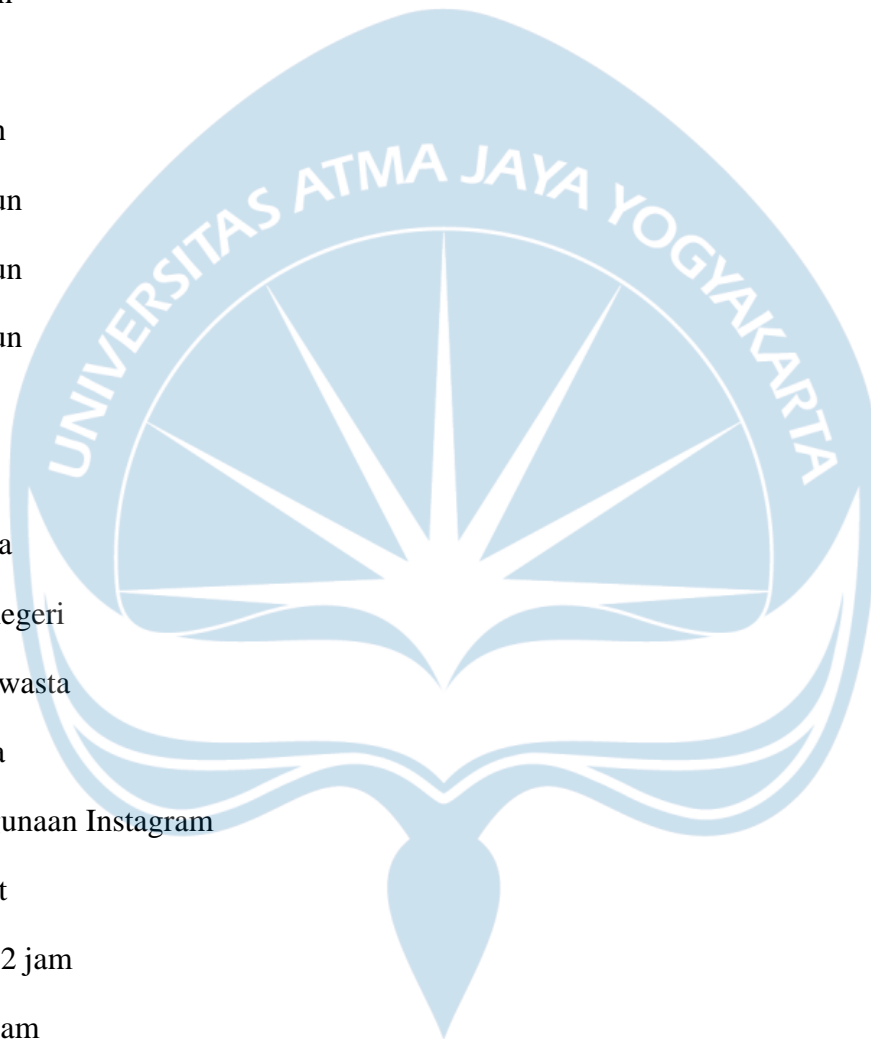
- Pelajar
- Mahasiswa
- Pegawai negeri
- Pegawai swasta
- Pengusaha

4. Durasi penggunaan Instagram

- < 30 menit
- 30 menit- 2 jam
- 2 jam - 4 jam
- 4 jam - 6 jam
- > 6 jam

5. Seberapa sering mengonsumsi kopi :

- Lebih dari 10 kali
- 6 - 10 kali
- 2 – 5 kali
- 1 kali



6. Berapa banyak akun kopi yang di ikuti (*follow*) :

- 1 akun
- 2 akun
- 3 akun

**BAGIAN 2 : Pertanyaan mengenai Janji Jiwa:**

1. Ukuran kemasan Janji Jiwa yang sering dibeli

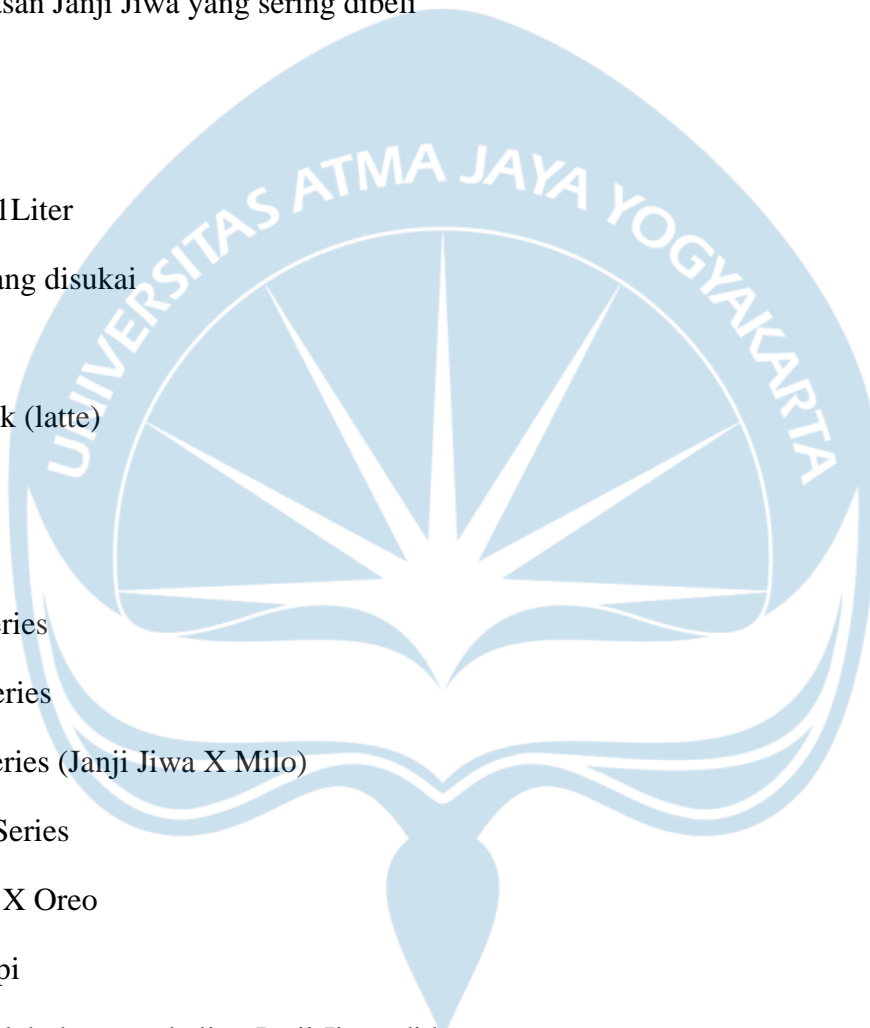
- Regular
- Large
- Kemasan 1Liter

2. Varian rasa yang disukai

- Kopi
- Kopi klasik (latte)
- Milktea
- Earl Grey
- Pandan Series
- Soeram Series
- JanjiLo Series (Janji Jiwa X Milo)
- Tehbotol Series
- Janji Jiwa X Oreo
- Tanpa Kopi

3. Pernah melakukan pembelian Janji Jiwa di kota :

- Jabodetabek
- Yogyakarta
- Surakarta
- Surabaya
- Semarang
- Lainnya...





4. Lebih sering melakukan pembelian Janji Jiwa via :

- Online
- Datang langsung ke outlet

### **BAGIAN 3 : SOCIAL MEDIA MARKETING**

#### **Entertainment**

<b>NO</b>	<b>PERNYATAAN</b>	<b>STS (1)</b>	<b>TS (2)</b>	<b>N (3)</b>	<b>S (4)</b>	<b>SS (5)</b>
1	Akun Instagram Janji Jiwa menarik.					
2	Konten yang dibagikan oleh Instagram Janji Jiwa menarik.					
3	Saya menikmati saat melihat Instagram Janji Jiwa.					

#### **Interaction**

<b>NO</b>	<b>PERNYATAAN</b>	<b>STS (1)</b>	<b>TS (2)</b>	<b>N (3)</b>	<b>S (4)</b>	<b>SS (5)</b>
4	Instagram Janji Jiwa memungkinkan berbagi informasi dengan orang lain.					
5	Dapat berdiskusi dan bertukar pendapat di Instagram Janji Jiwa					
6	Dapat berekspresi dengan mudah di Instagram Janji Jiwa					

#### **Trendiness**

<b>NO</b>	<b>PERNYATAAN</b>	<b>STS (1)</b>	<b>TS (2)</b>	<b>N (3)</b>	<b>S (4)</b>	<b>SS (5)</b>
7	Konten yang dibagikan di instagram Janji Jiwa adalah informasi terbaru.					
8	Berinteraksi dengan Instagram Janji Jiwa menjadi hal yang sedang menjadi tren.					
9	Instagram Janji Jiwa menggunakan gambar/video terbaru					

### Customization

NO	PERNYATAAN	STS (1)	TS (2)	N (3)	S (4)	SS (5)
10	Instagram Janji Jiwa memberikan informasi yang saya butuhkan.					
11	Saya dapat dengan mudah memperoleh informasi yang saya butuhkan dari Instagram Janji Jiwa.					
12	Pencarian informasi yang sesuai tersedia di Instagram Janji Jiwa					

### Advertisement

NO	PERNYATAAN	STS (1)	TS (2)	N (3)	S (4)	SS (5)
13	Saya menyukai iklan yang dipublikasikan di Instagram Janji Jiwa					
14	Iklan Instagram Janji Jiwa secara positif mempengaruhi perhatian saya terhadap Janji Jiwa					
15	Iklan yang dirilis di Instagram Janji Jiwa menarik					

### BAGIAN 4 : BRAND EQUITY

#### Brand Awareness

NO	PERNYATAAN	STS (1)	TS (2)	N (3)	S (4)	SS (5)
1	Saya selalu menyadari merek Janji Jiwa.					
2	Saya menyadari karakteristik Janji Jiwa.					
3	Saya selalu dapat mengingat logo Janji Jiwa.					

### Brand Associations

NO	PERNYATAAN	STS (1)	TS (2)	N (3)	S (4)	SS (5)
4	Beberapa karakteristik Janji Jiwa muncul di pikiran saya dengan cepat.					
5	Saya dapat dengan cepat mengingat kinerja Janji Jiwa.					
6	Saya kesulitan dalam membayangkan merek Janji Jiwa dalam pikiran saya.					

### Brand Loyalty

NO	PERNYATAAN	STS (1)	TS (2)	N (3)	S (4)	SS (5)
7	Saya puas dengan produk atau layanan Janji Jiwa selama pengalaman pembelian terakhir saya.					
8	Saya akan membeli Janji Jiwa pada kesempatan berikutnya.					
9	Saya akan merekomendasikan Janji Jiwa kepada orang lain					

### Perceived Quality

NO	PERNYATAAN	STS (1)	TS (2)	N (3)	S (4)	SS (5)
10	Dibandingkan dengan merek alternatif, Janji Jiwa memiliki kualitas yang tinggi.					
11	Dibandingkan dengan merek alternatif, Janji Jiwa lebih baik.					
12	Dibandingkan dengan merek alternatif, Janji Jiwa memiliki kualitas yang konsisten.					

## BAGIAN 5 : e-WOM

### Intensity

NO	PERNYATAAN	STS (1)	TS (2)	N (3)	S (4)	SS (5)
1	Saya berbicara tentang Janji Jiwa lebih sering daripada kedai kopi lainnya.					
2	Saya berbicara tentang produk Janji Jiwa lebih sering daripada merek lainnya.					
3	Saya berbicara tentang Janji Jiwa kepada banyak orang.					

### Positive Valance

NO	PERNYATAAN	STS (1)	TS (2)	N (3)	S (4)	SS (5)
4	Saya merekomendasikan Janji Jiwa.					
5	Saya bangga mengatakan kepada orang lain bahwa saya adalah pelanggan Janji Jiwa.					
6	Saya kebanyakan mengatakan hal-hal positif kepada orang lain tentang Janji Jiwa.					

### Negative Valance

NO	PERNYATAAN	STS (1)	TS (2)	N (3)	S (4)	SS (5)
7	Komentar negatif di instagram Janji Jiwa menunjukkan informasi mengenai produk atau merek Janji Jiwa					
8	Komentar negatif di Instagram Janji Jiwa menunjukkan ketidakpuasan terhadap produk atau merek Janji Jiwa.					
9	Komentar negatif di Instagram Janji Jiwa merupakan informasi yang berpengaruh.					



## Content

NO	PERNYATAAN	STS (1)	TS (2)	N (3)	S (4)	SS (5)
10	Saya membahas harga produk yang ditawarkan Janji Jiwa.					
11	Saya membahas variasi produk yang ditawarkan Janji Jiwa.					
12	Saya membahas kualitas produk yang ditawarkan Janji Jiwa.					

## BAGIAN 6 : NIAT BELI

NO	PERNYATAAN	STS (1)	TS (2)	N (3)	S (4)	SS (5)
1	Berinteraksi dengan Instagram Janji Jiwa membantu saya membuat keputusan dengan lebih baik sebelum membeli produk Janji Jiwa.					
2	Berinteraksi dengan Instagram Janji Jiwa meningkatkan niat saya untuk membeli produk Janji Jiwa.					
3	Saya akan membeli produk seperti yang dipasarkan di Instagram Janji Jiwa.					
4	Saya memiliki niat yang tinggi untuk menjadi pelanggan Janji Jiwa.					

## KUESIONER ASLI

Measure	Item	Count	Percentage
Gender	Male		
	Female		
Age	<24 years old		
	24-35 years old		
	35-44 years old		
	45-54 years old		
Job	Student		
	College Student		
	Government Employees		
	Private Employees		
	Entrepreneur		
Duration using Instagram	< 30 minutes		
	30 minutes - 2 hours		
	2 hours - 4 hours		
	4 hours - 6 hours		
	> 6 hours		
How often to drink ready to drink tea	More than 10 times		
	6-10 times		
	2-5 times		
	1 time		
The number of ready to drink tea accounts to follow	1 Account		
	2 Account		
	3 Account		
<b>Total of respondents</b>			

### Pertanyaan

Variabel	Item's in the questionnaire
----------	-----------------------------

<p>Social Media Marketing Activities</p>	<p><b>Entertainment</b></p> <p>1.1 Interacting this brand’s Instagram is fun 1.2 Content of this brand on Instagram is interesting</p> <hr/> <p><b>Interaction</b></p> <p>1.3 This brand’s Instagram enables information sharing with others 1.4 It’s easy to deliver my opinion through this brand’s Instagram</p> <hr/> <p><b>Trendiness</b></p> <p>1.7 The content shared in Instagram of this brand is the newest information 1.8 Interacting with this brand’s Instagram is trendy</p> <hr/> <p><b>Customization</b></p> <p>1.10 This brand’s Instagram provide the information that I needed 1.11 I can easily obtain information that I need thanks to the directions on this brand’s instagram</p> <hr/> <p><b>Advertisement</b></p> <p>1.13 I like the ads that this brand has published on instagram 1.14 Instagram ads of this brand positively affect my attention for the brand</p>
<p>Brand Equity</p>	<p><b>Brand Awareness</b></p> <p>2.1 I am always aware of this brand 2.2 I am aware of this brand’s characteristics 2.3 I can always remember this brand’s logo</p> <hr/> <p><b>Brand Associations</b></p> <p>2.4 Some characteristics of this brand come to my mind quickly 2.5 I can quickly recall the performance of this brand 2.6 I have difficulty in imaging this brand in my mind</p> <hr/> <p><b>Brand Loyalty</b></p> <p>2.7 I was satisfied with the product or service during my last use experience 2.8 I would buy the brand on the next opportunity 2.9 I would recommend the product or service to others.</p> <hr/> <p><b>Perceived Quality</b></p> <p>2.10 In comparison to alternative brands, this brand has high quality 2.11 In comparison to alternative brands, this brand is the best 2.12 In comparison to alternative brands, this brand has consistent quality</p>
<p>E-WOM</p>	<p><b>Intensity</b></p> <p>3.1 I spoke of this company much more frequently than about any other e-services company. 3.3 I spoke of this company to many individuals</p> <hr/> <p><b>Positive Valance</b></p> <p>3.4 I recommended this company 3.5 I am proud to say to others that I am this company’s customer. 3.6 I mostly say positive things to others</p>

	<p><b>Negative Valance</b>  3.7 I mostly say negative things to others.  3.8 I have spoken unflatteringly of this company to others.</p>
	<p><b>Content</b>  3.9 I discuss the prices of products offered.  3.1 I discuss the variety of the products offered.  3.11 I discuss the quality of the products offered</p>
<p>Purchase Intention</p>	<p>4.1 Interacting with this brand’s Instagram help me make decisions better before purchasing their products and services  4.2 Interacting with this brand’s Instagram increase my interest in buying their products and services  4.3 I will definitely buy products as marketed on this brand’s Instagram  4.4 I have a high intention to become this brand customers</p>







# **LAMPIRAN III**

**HASIL OLAH DATA**

**SMART-PLS Professional V3.3.**

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  - GAMBART
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Indicators

GAMBART.splm PLS Algorithm (Run No. 3) 11

### Outer Loadings

Metric	BE	EWOM	NB	SMMA
ADV1				0.817
ADV2				0.819
ADV3				0.858
BAS1	0.792			
BAS2	0.809			
BAW1	0.750			
BAW2	0.724			
BAW3	0.703			
BLV1	0.780			
BLV2	0.812			
BLV3	0.815			
CNT1		0.763		
CNT2		0.717		
CNT3		0.732		
CUS1				0.863
CUS2				0.799
CUS3				0.813
ENT1				0.793
ENT2				0.824
ENT3				0.828

Final Results: Path Coefficients, Indirect Effects, Total Effects, Cross-sectional Discriminant Validity, Outer Loadings, Latent Variable Residuals

Quality Criteria: R-Square, F-Square, Construct Reliability and Validity, Discriminant Validity, Collinearity Statistics (VIF), Model Fit, Model Selection Criteria

Interim Results: Step Criterion Changes

Base Data: Setting, Inner Model, Outer Model, Indicator Data (Original), Indicator Data (Standardized), Indicator Data (Correlations)

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  - SMMA
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Indicators

GAMBART.splm PLS Algorithm (Run No. 3) 11

### Outer Loadings

Metric	BE	EWOM	NB	SMMA
ENT3				0.828
INT1				0.817
INT2				0.775
INT3				0.817
INTS1		0.874		
INTS2		0.881		
INTS3		0.870		
NB1			0.859	
NB2			0.806	
NB3			0.920	
NB4			0.885	
PQ1	0.857			
PQ2	0.832			
PQ3	0.869			
PV1		0.863		
PV2		0.892		
PV3		0.872		
TRD1				0.804
TRD2				0.794
TRD3				0.850

Final Results: Path Coefficients, Indirect Effects, Total Effects, Cross-sectional Discriminant Validity, Outer Loadings, Latent Variable Residuals

Quality Criteria: R-Square, F-Square, Construct Reliability and Validity, Discriminant Validity, Collinearity Statistics (VIF), Model Fit, Model Selection Criteria

Interim Results: Step Criterion Changes

Base Data: Setting, Inner Model, Outer Model, Indicator Data (Original), Indicator Data (Standardized), Indicator Data (Correlations)

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  - GAMBARI
  - SMMA
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  - Archive

Indicators

GAMBARI Optim PLS Algorithm (Run No. 1)

### R Square

Matrix	R Square	R Square Adjusted
BE	0.617	0.616
EWOM	0.691	0.690
NB	0.709	0.707

Final Results: Path Coefficients, Indirect Effects, Total Effects, Outer Loadings, Outer Weights, Latent Variable Residuals

Quality Criteria: R Square, F-Squares, Construct Reliability and Validity, Discriminant Validity, Collinearity Statistics (VIF), Model Fit, Model Selection Criteria

Interim Results: Stop Criterion Changes

Base Data: Setting, Inner Model, Outer Model, Indicator Data (Original), Indicator Data (Standardized), Indicator Data (Correlations)

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  - GAMBARI
  - SMMA
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Indicators

GAMBARI Optim PLS Algorithm (Run No. 1)

### Construct Reliability and Validity

Matrix	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
BE	0.942	0.947	0.938	0.675
EWOM	0.944	0.948	0.933	0.692
NB	0.915	0.919	0.940	0.797
SMMA	0.965	0.966	0.968	0.670

Final Results: Path Coefficients, Indirect Effects, Total Effects, Outer Loadings, Outer Weights, Latent Variable Residuals

Quality Criteria: R Square, F-Squares, Construct Reliability and Validity, Discriminant Validity, Collinearity Statistics (VIF), Model Fit, Model Selection Criteria

Interim Results: Stop Criterion Changes

Base Data: Setting, Inner Model, Outer Model, Indicator Data (Original), Indicator Data (Standardized), Indicator Data (Correlations)

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GAMBARI.tplm PLS Algorithm (Run No. 3)

### Discriminant Validity

Fornell-Larcker Criterion	Cross Loadings	Heterotrait-Monotrait Ratio (HTMT)	Heterotrait-Monotrait Ratio (HTMT)	
BE	EWOM	NB	SMMA	
ADV1	0.665	0.693	0.693	0.817
ADV2	0.725	0.777	0.751	0.819
ADV3	0.724	0.699	0.706	0.858
BAS1	0.792	0.603	0.486	0.554
BAS2	0.809	0.689	0.595	0.644
BAW1	0.750	0.574	0.466	0.606
BAW2	0.724	0.541	0.410	0.556
BAW3	0.703	0.468	0.404	0.523
BLV1	0.780	0.569	0.533	0.621
BLV2	0.812	0.732	0.724	0.692
BLV3	0.815	0.776	0.723	0.681
CNT1	0.599	0.763	0.618	0.633
CNT2	0.589	0.717	0.608	0.630
CNT3	0.632	0.732	0.609	0.618
CUS1	0.633	0.666	0.632	0.663
CUS2	0.815	0.625	0.568	0.799
CUS3	0.832	0.629	0.561	0.813
ENT1	0.633	0.618	0.604	0.793
ENT2	0.640	0.609	0.593	0.824
ENT3	0.674	0.643	0.686	0.828

Final Results Path Coefficients  
 Indirect Effects Total Effects Outer Loadings Outer Weights Latent Variable Residuals

Quality Criteria R Square  
 Construct Reliability and Validity Discriminant Validity Collinearity Statistics (VIF) Model Fit Model Selection Criteria

Interim Results Step Criterion Changes  
 Step Criterion Changes

Base Data Setting  
 Inner Model Outer Model Indicator Data (Original) Indicator Data (Standardized) Indicator Data (Correlation)

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 > SMMA  
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 > Archive

Indicators

GAMBARI.tplm PLS Algorithm (Run No. 3)

### Discriminant Validity

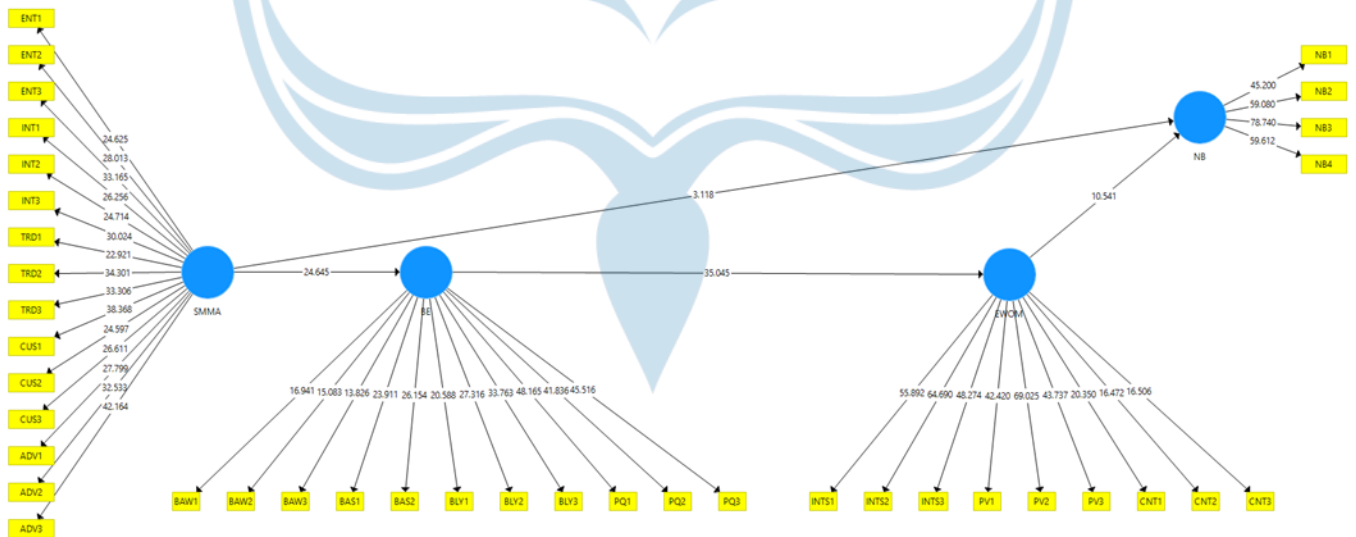
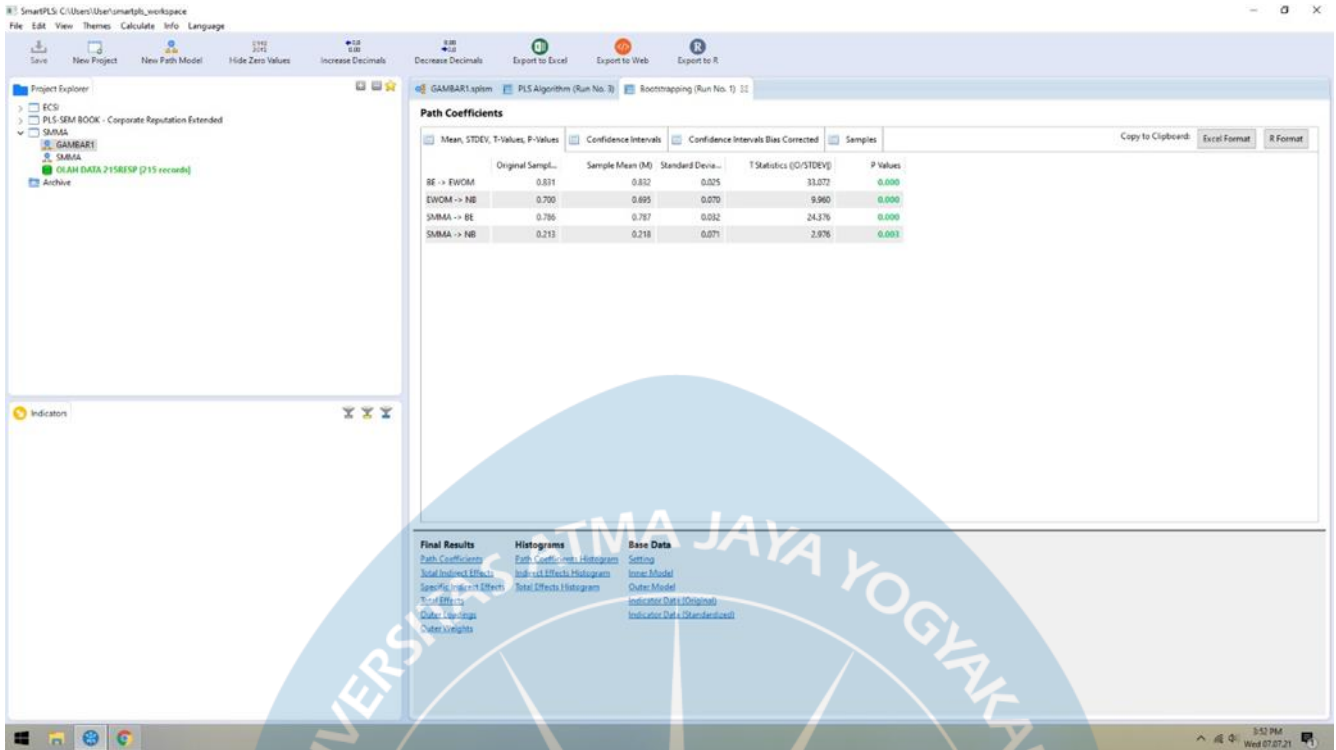
Fornell-Larcker Criterion	Cross Loadings	Heterotrait-Monotrait Ratio (HTMT)	Heterotrait-Monotrait Ratio (HTMT)	
BE	EWOM	NB	SMMA	
ENT3	0.674	0.643	0.656	0.828
INT1	0.591	0.595	0.609	0.817
INT2	0.555	0.572	0.581	0.775
INT3	0.560	0.587	0.559	0.817
INT51	0.742	0.874	0.741	0.949
INT52	0.721	0.881	0.751	0.641
INT53	0.681	0.870	0.774	0.795
NB1	0.636	0.728	0.859	0.676
NB2	0.628	0.766	0.906	0.655
NB3	0.658	0.775	0.920	0.697
NB4	0.695	0.822	0.883	0.697
PQ1	0.857	0.701	0.634	0.640
PQ2	0.832	0.789	0.682	0.665
PQ3	0.889	0.745	0.648	0.679
PV1	0.732	0.863	0.816	0.675
PV2	0.705	0.882	0.785	0.651
PV3	0.782	0.872	0.747	0.695
TRD1	0.659	0.576	0.539	0.804
TRD2	0.636	0.683	0.642	0.794
TRD3	0.662	0.637	0.617	0.850

Final Results Path Coefficients  
 Indirect Effects Total Effects Outer Loadings Outer Weights Latent Variable Residuals

Quality Criteria R Square  
 Construct Reliability and Validity Discriminant Validity Collinearity Statistics (VIF) Model Fit Model Selection Criteria

Interim Results Step Criterion Changes  
 Step Criterion Changes

Base Data Setting  
 Inner Model Outer Model Indicator Data (Original) Indicator Data (Standardized) Indicator Data (Correlation)







# **LAMPIRAN IV**

## **DATA RESPONDEN**

No Resp	Jenis Kelamin	Usia	Pekerjaan	Durasi Menggunakan Instagram Per Hari	Intensitas Konsumsi Kopi Dalam Satu Bulan	Jumlah Akun Instagram Kopi yang Diikuti
1	Laki - Laki	< 24 Tahun	Mahasiswa	2 jam - 4 jam	2 - 5 kali	1 akun
2	Perempuan	24 - 35 Tahun	Mahasiswa	2 jam - 4 jam	2 - 5 kali	1 akun
3	Perempuan	24 - 35 Tahun	Karyawan Swasta	2 jam - 4 jam	2 - 5 kali	1 akun
4	Laki - Laki	24 - 35 Tahun	Karyawan Swasta	< 30 menit	2 - 5 kali	1 akun
5	Perempuan	24 - 35 Tahun	Karyawan Swasta	30 menit - 2 jam	2 - 5 kali	1 akun
6	Laki - Laki	< 24 Tahun	Mahasiswa	30 menit - 2 jam	1 kali	1 akun
7	Perempuan	24 - 35 Tahun	Karyawan Swasta	2 jam - 4 jam	1 kali	3 akun
8	Laki - Laki	24 - 35 Tahun	Mahasiswa	4 jam - 6 jam	2 - 5 kali	2 akun
9	Perempuan	24 - 35 Tahun	Karyawan Swasta	30 menit - 2 jam	2 - 5 kali	1 akun
10	Perempuan	24 - 35 Tahun	Karyawan Swasta	2 jam - 4 jam	1 kali	1 akun
11	Perempuan	24 - 35 Tahun	Karyawan Swasta	30 menit - 2 jam	2 - 5 kali	1 akun

12	Perempuan	24 - 35 Tahun	Karyawan Swasta	30 menit - 2 jam	2 - 5 kali	1 akun
13	Perempuan	36 - 44 Tahun	Karyawan Swasta	30 menit - 2 jam	6 - 10 kali	1 akun
14	Laki - Laki	< 24 Tahun	Mahasiswa	30 menit - 2 jam	2 - 5 kali	2 akun
15	Laki - Laki	< 24 Tahun	Mahasiswa	30 menit - 2 jam	2 - 5 kali	1 akun
16	Perempuan	36 - 44 Tahun	Wiraswasta / Pengusaha	< 30 menit	6 - 10 kali	1 akun
17	Laki - Laki	24 - 35 Tahun	Wiraswasta / Pengusaha	30 menit - 2 jam	2 - 5 kali	1 akun
18	Laki - Laki	24 - 35 Tahun	Karyawan Swasta	30 menit - 2 jam	2 - 5 kali	1 akun
19	Laki - Laki	24 - 35 Tahun	Karyawan Swasta	30 menit - 2 jam	2 - 5 kali	1 akun
20	Laki - Laki	24 - 35 Tahun	Karyawan Swasta	30 menit - 2 jam	6 - 10 kali	1 akun
21	Laki - Laki	24 - 35 Tahun	Karyawan Swasta	30 menit - 2 jam	2 - 5 kali	1 akun
22	Laki - Laki	24 - 35 Tahun	Karyawan Swasta	< 30 menit	2 - 5 kali	1 akun
23	Perempuan	< 24 Tahun	Mahasiswa	30 menit - 2 jam	1 kali	1 akun
24	Laki - Laki	24 - 35 Tahun	Wiraswasta / Pengusaha	4 jam - 6 jam	1 kali	1 akun

25	Perempuan	< 24 Tahun	Mahasiswa	> 6 jam	1 kali	3 akun
26	Perempuan	< 24 Tahun	Mahasiswa	> 6 jam	1 kali	3 akun
27	Perempuan	24 - 35 Tahun	Karyawan Swasta	> 6 jam	1 kali	3 akun
28	Perempuan	< 24 Tahun	Mahasiswa	30 menit - 2 jam	2 - 5 kali	1 akun
29	Perempuan	24 - 35 Tahun	Wiraswasta / Pengusaha	2 jam - 4 jam	1 kali	1 akun
30	Laki - Laki	24 - 35 Tahun	Karyawan Swasta	30 menit - 2 jam	2 - 5 kali	1 akun
31	Perempuan	24 - 35 Tahun	Wiraswasta / Pengusaha	4 jam - 6 jam	2 - 5 kali	1 akun
32	Perempuan	24 - 35 Tahun	Karyawan Swasta	30 menit - 2 jam	2 - 5 kali	2 akun
33	Laki - Laki	24 - 35 Tahun	Wiraswasta / Pengusaha	30 menit - 2 jam	1 kali	3 akun
34	Laki - Laki	24 - 35 Tahun	Pegawai Negeri	30 menit - 2 jam	2 - 5 kali	3 akun
35	Perempuan	24 - 35 Tahun	Karyawan Swasta	30 menit - 2 jam	> 10 kali	3 akun
36	Perempuan	24 - 35 Tahun	Wiraswasta / Pengusaha	2 jam - 4 jam	2 - 5 kali	3 akun
37	Laki - Laki	24 - 35 Tahun	Wiraswasta / Pengusaha	30 menit - 2 jam	1 kali	2 akun

38	Perempuan	24 - 35 Tahun	Mahasiswa	30 menit - 2 jam	2 - 5 kali	1 akun
39	Perempuan	24 - 35 Tahun	Wiraswasta / Pengusaha	2 jam - 4 jam	1 kali	3 akun
40	Perempuan	24 - 35 Tahun	Wiraswasta / Pengusaha	4 jam - 6 jam	2 - 5 kali	1 akun
41	Perempuan	24 - 35 Tahun	Mahasiswa	30 menit - 2 jam	2 - 5 kali	3 akun
42	Laki - Laki	24 - 35 Tahun	Karyawan Swasta	2 jam - 4 jam	1 kali	1 akun
43	Perempuan	< 24 Tahun	Mahasiswa	2 jam - 4 jam	1 kali	2 akun
44	Perempuan	24 - 35 Tahun	Wiraswasta / Pengusaha	2 jam - 4 jam	1 kali	1 akun
45	Perempuan	24 - 35 Tahun	Karyawan Swasta	< 30 menit	2 - 5 kali	1 akun
46	Perempuan	24 - 35 Tahun	Karyawan Swasta	2 jam - 4 jam	2 - 5 kali	1 akun
47	Perempuan	24 - 35 Tahun	Karyawan Swasta	2 jam - 4 jam	2 - 5 kali	1 akun
48	Perempuan	< 24 Tahun	Mahasiswa	2 jam - 4 jam	6 - 10 kali	2 akun
49	Laki - Laki	24 - 35 Tahun	Wiraswasta / Pengusaha	30 menit - 2 jam	2 - 5 kali	1 akun



50	Laki - Laki	24 - 35 Tahun	Wiraswasta / Pengusaha	2 jam - 4 jam	2 - 5 kali	1 akun
51	Laki - Laki	24 - 35 Tahun	Karyawan Swasta	4 jam - 6 jam	2 - 5 kali	2 akun
52	Laki - Laki	24 - 35 Tahun	Karyawan Swasta	30 menit - 2 jam	2 - 5 kali	1 akun
53	Perempuan	24 - 35 Tahun	Karyawan Swasta	30 menit - 2 jam	2 - 5 kali	1 akun
54	Laki - Laki	24 - 35 Tahun	Karyawan Swasta	< 30 menit	1 kali	3 akun
55	Perempuan	24 - 35 Tahun	Karyawan Swasta	30 menit - 2 jam	2 - 5 kali	3 akun
56	Perempuan	< 24 Tahun	Karyawan Swasta	30 menit - 2 jam	6 - 10 kali	1 akun
57	Perempuan	45 - 54 Tahun	Karyawan Swasta	2 jam - 4 jam	> 10 kali	1 akun
58	Perempuan	24 - 35 Tahun	Karyawan Swasta	> 6 jam	> 10 kali	3 akun
59	Perempuan	< 24 Tahun	Pelajar	< 30 menit	2 - 5 kali	1 akun
60	Perempuan	< 24 Tahun	Karyawan Swasta	30 menit - 2 jam	6 - 10 kali	1 akun
61	Perempuan	24 - 35 Tahun	Karyawan Swasta	2 jam - 4 jam	1 kali	1 akun

62	Perempuan	24 - 35 Tahun	Karyawan Swasta	30 menit - 2 jam	2 - 5 kali	2 akun
63	Perempuan	24 - 35 Tahun	Karyawan Swasta	4 jam - 6 jam	6 - 10 kali	1 akun
64	Perempuan	24 - 35 Tahun	Karyawan Swasta	4 jam - 6 jam	1 kali	2 akun
65	Laki - Laki	24 - 35 Tahun	Karyawan Swasta	4 jam - 6 jam	2 - 5 kali	1 akun
66	Perempuan	24 - 35 Tahun	Karyawan Swasta	2 jam - 4 jam	6 - 10 kali	1 akun
67	Perempuan	< 24 Tahun	Karyawan Swasta	30 menit - 2 jam	2 - 5 kali	2 akun
68	Perempuan	24 - 35 Tahun	Karyawan Swasta	> 6 jam	2 - 5 kali	3 akun
69	Laki - Laki	24 - 35 Tahun	Karyawan Swasta	< 30 menit	2 - 5 kali	3 akun
70	Perempuan	< 24 Tahun	Mahasiswa	< 30 menit	1 kali	1 akun
71	Perempuan	< 24 Tahun	Pelajar	< 30 menit	2 - 5 kali	3 akun
72	Laki - Laki	< 24 Tahun	Karyawan Swasta	2 jam - 4 jam	6 - 10 kali	3 akun
73	Perempuan	24 - 35 Tahun	Karyawan Swasta	> 6 jam	1 kali	1 akun

74	Perempuan	24 - 35 Tahun	Karyawan Swasta	2 jam - 4 jam	2 - 5 kali	2 akun
75	Laki - Laki	< 24 Tahun	Mahasiswa	< 30 menit	> 10 kali	3 akun
76	Perempuan	< 24 Tahun	Mahasiswa	< 30 menit	6 - 10 kali	1 akun
77	Perempuan	24 - 35 Tahun	Wiraswasta / Pengusaha	30 menit - 2 jam	2 - 5 kali	2 akun
78	Perempuan	< 24 Tahun	Karyawan Swasta	30 menit - 2 jam	2 - 5 kali	2 akun
79	Perempuan	24 - 35 Tahun	Karyawan Swasta	< 30 menit	6 - 10 kali	1 akun
80	Perempuan	< 24 Tahun	Karyawan Swasta	2 jam - 4 jam	6 - 10 kali	1 akun
81	Laki - Laki	36 - 44 Tahun	Karyawan Swasta	2 jam - 4 jam	> 10 kali	3 akun
82	Laki - Laki	< 24 Tahun	Mahasiswa	30 menit - 2 jam	2 - 5 kali	2 akun
83	Laki - Laki	36 - 44 Tahun	Wiraswasta / Pengusaha	30 menit - 2 jam	> 10 kali	3 akun
84	Perempuan	< 24 Tahun	Wiraswasta / Pengusaha	30 menit - 2 jam	> 10 kali	3 akun
85	Laki - Laki	24 - 35 Tahun	Karyawan Swasta	2 jam - 4 jam	2 - 5 kali	2 akun
86	Laki - Laki	36 - 44 Tahun	Karyawan Swasta	4 jam - 6 jam	2 - 5 kali	1 akun

87	Perempuan	< 24 Tahun	Mahasiswa	30 menit - 2 jam	2 - 5 kali	3 akun
88	Perempuan	24 - 35 Tahun	Mahasiswa	30 menit - 2 jam	2 - 5 kali	1 akun
89	Laki - Laki	24 - 35 Tahun	Wiraswasta / Pengusaha	< 30 menit	6 - 10 kali	2 akun
90	Laki - Laki	24 - 35 Tahun	Karyawan Swasta	30 menit - 2 jam	6 - 10 kali	1 akun
91	Laki - Laki	24 - 35 Tahun	Karyawan Swasta	30 menit - 2 jam	2 - 5 kali	1 akun
92	Perempuan	< 24 Tahun	Mahasiswa	2 jam - 4 jam	2 - 5 kali	3 akun
93	Perempuan	< 24 Tahun	Mahasiswa	2 jam - 4 jam	> 10 kali	1 akun
94	Laki - Laki	24 - 35 Tahun	Mahasiswa	2 jam - 4 jam	2 - 5 kali	1 akun
95	Perempuan	24 - 35 Tahun	Karyawan Swasta	2 jam - 4 jam	> 10 kali	2 akun
96	Laki - Laki	45 - 54 Tahun	Karyawan Swasta	30 menit - 2 jam	> 10 kali	1 akun
97	Laki - Laki	24 - 35 Tahun	Karyawan Swasta	2 jam - 4 jam	6 - 10 kali	3 akun
98	Perempuan	24 - 35 Tahun	Karyawan Swasta	30 menit - 2 jam	2 - 5 kali	1 akun
99	Perempuan	< 24 Tahun	Mahasiswa	2 jam - 4 jam	2 - 5 kali	3 akun

100	Perempuan	24 - 35 Tahun	Karyawan Swasta	2 jam - 4 jam	6 - 10 kali	2 akun
101	Perempuan	45 - 54 Tahun	Karyawan Swasta	30 menit - 2 jam	1 kali	1 akun
102	Laki - Laki	24 - 35 Tahun	Wiraswasta / Pengusaha	2 jam - 4 jam	2 - 5 kali	3 akun
103	Perempuan	< 24 Tahun	Mahasiswa	2 jam - 4 jam	6 - 10 kali	1 akun
104	Perempuan	24 - 35 Tahun	Karyawan Swasta	30 menit - 2 jam	1 kali	1 akun
105	Laki - Laki	24 - 35 Tahun	Karyawan Swasta	30 menit - 2 jam	2 - 5 kali	3 akun
106	Laki - Laki	45 - 54 Tahun	Wiraswasta / Pengusaha	30 menit - 2 jam	2 - 5 kali	3 akun
107	Laki - Laki	24 - 35 Tahun	Wiraswasta / Pengusaha	2 jam - 4 jam	2 - 5 kali	1 akun
108	Perempuan	< 24 Tahun	Mahasiswa	30 menit - 2 jam	2 - 5 kali	2 akun
109	Perempuan	24 - 35 Tahun	Karyawan Swasta	2 jam - 4 jam	> 10 kali	2 akun
110	Perempuan	< 24 Tahun	Mahasiswa	2 jam - 4 jam	2 - 5 kali	3 akun
111	Perempuan	< 24 Tahun	Mahasiswa	4 jam - 6 jam	1 kali	1 akun
112	Perempuan	36 - 44 Tahun	Wiraswasta / Pengusaha	30 menit - 2 jam	> 10 kali	3 akun



113	Perempuan	24 - 35 Tahun	Karyawan Swasta	30 menit - 2 jam	> 10 kali	3 akun
114	Perempuan	24 - 35 Tahun	Karyawan Swasta	30 menit - 2 jam	> 10 kali	3 akun
115	Laki - Laki	24 - 35 Tahun	Karyawan Swasta	< 30 menit	2 - 5 kali	1 akun
116	Laki - Laki	24 - 35 Tahun	Karyawan Swasta	> 6 jam	> 10 kali	3 akun
117	Perempuan	24 - 35 Tahun	Karyawan Swasta	30 menit - 2 jam	> 10 kali	3 akun
118	Perempuan	24 - 35 Tahun	Mahasiswa	2 jam - 4 jam	> 10 kali	1 akun
119	Laki - Laki	45 - 54 Tahun	Wiraswasta / Pengusaha	30 menit - 2 jam	1 kali	1 akun
120	Laki - Laki	24 - 35 Tahun	Karyawan Swasta	> 6 jam	> 10 kali	3 akun
121	Perempuan	< 24 Tahun	Karyawan Swasta	2 jam - 4 jam	1 kali	3 akun
122	Perempuan	24 - 35 Tahun	Karyawan Swasta	30 menit - 2 jam	2 - 5 kali	1 akun
123	Perempuan	< 24 Tahun	Mahasiswa	2 jam - 4 jam	1 kali	2 akun
124	Perempuan	36 - 44 Tahun	Wiraswasta / Pengusaha	2 jam - 4 jam	2 - 5 kali	2 akun

125	Laki - Laki	24 - 35 Tahun	Wiraswasta / Pengusaha	30 menit - 2 jam	> 10 kali	2 akun
126	Laki - Laki	36 - 44 Tahun	Karyawan Swasta	< 30 menit	2 - 5 kali	1 akun
127	Laki - Laki	24 - 35 Tahun	Karyawan Swasta	4 jam - 6 jam	> 10 kali	1 akun
128	Perempuan	24 - 35 Tahun	Karyawan Swasta	30 menit - 2 jam	> 10 kali	3 akun
129	Laki - Laki	24 - 35 Tahun	Wiraswasta / Pengusaha	2 jam - 4 jam	2 - 5 kali	3 akun
130	Laki - Laki	24 - 35 Tahun	Karyawan Swasta	30 menit - 2 jam	> 10 kali	3 akun
131	Perempuan	24 - 35 Tahun	Karyawan Swasta	4 jam - 6 jam	6 - 10 kali	2 akun
132	Perempuan	< 24 Tahun	Mahasiswa	30 menit - 2 jam	2 - 5 kali	1 akun
133	Perempuan	24 - 35 Tahun	Wiraswasta / Pengusaha	30 menit - 2 jam	2 - 5 kali	1 akun
134	Laki - Laki	36 - 44 Tahun	Karyawan Swasta	30 menit - 2 jam	> 10 kali	3 akun
135	Laki - Laki	< 24 Tahun	Pelajar	30 menit - 2 jam	2 - 5 kali	3 akun
136	Perempuan	< 24 Tahun	Mahasiswa	< 30 menit	2 - 5 kali	1 akun
137	Perempuan	24 - 35 Tahun	Karyawan Swasta	30 menit - 2 jam	2 - 5 kali	1 akun

138	Perempuan	24 - 35 Tahun	Karyawan Swasta	< 30 menit	1 kali	1 akun
139	Laki - Laki	36 - 44 Tahun	Karyawan Swasta	< 30 menit	1 kali	1 akun
140	Laki - Laki	24 - 35 Tahun	Wiraswasta / Pengusaha	4 jam - 6 jam	> 10 kali	1 akun
141	Perempuan	< 24 Tahun	Karyawan Swasta	30 menit - 2 jam	1 kali	1 akun
142	Perempuan	24 - 35 Tahun	Karyawan Swasta	2 jam - 4 jam	2 - 5 kali	2 akun
143	Laki - Laki	24 - 35 Tahun	Wiraswasta / Pengusaha	2 jam - 4 jam	6 - 10 kali	2 akun
144	Perempuan	24 - 35 Tahun	Karyawan Swasta	4 jam - 6 jam	1 kali	1 akun
145	Perempuan	< 24 Tahun	Mahasiswa	30 menit - 2 jam	2 - 5 kali	1 akun
146	Perempuan	< 24 Tahun	Mahasiswa	< 30 menit	1 kali	1 akun
147	Perempuan	< 24 Tahun	Mahasiswa	30 menit - 2 jam	2 - 5 kali	2 akun
148	Perempuan	24 - 35 Tahun	Karyawan Swasta	4 jam - 6 jam	1 kali	1 akun
149	Perempuan	< 24 Tahun	Mahasiswa	> 6 jam	2 - 5 kali	1 akun
150	Perempuan	< 24 Tahun	Karyawan Swasta	30 menit - 2 jam	2 - 5 kali	3 akun

151	Perempuan	24 - 35 Tahun	Wiraswasta / Pengusaha	< 30 menit	2 - 5 kali	1 akun
152	Perempuan	< 24 Tahun	Karyawan Swasta	< 30 menit	> 10 kali	1 akun
153	Perempuan	< 24 Tahun	Karyawan Swasta	30 menit - 2 jam	2 - 5 kali	1 akun
154	Perempuan	24 - 35 Tahun	Mahasiswa	< 30 menit	2 - 5 kali	2 akun
155	Perempuan	< 24 Tahun	Mahasiswa	> 6 jam	2 - 5 kali	1 akun
156	Perempuan	< 24 Tahun	Pegawai Negeri	> 6 jam	1 kali	2 akun
157	Perempuan	< 24 Tahun	Pegawai Negeri	30 menit - 2 jam	2 - 5 kali	3 akun
158	Perempuan	24 - 35 Tahun	Karyawan Swasta	2 jam - 4 jam	6 - 10 kali	2 akun
159	Perempuan	< 24 Tahun	Mahasiswa	4 jam - 6 jam	2 - 5 kali	3 akun
160	Perempuan	24 - 35 Tahun	Wiraswasta / Pengusaha	> 6 jam	2 - 5 kali	3 akun
161	Laki - Laki	24 - 35 Tahun	Karyawan Swasta	> 6 jam	2 - 5 kali	1 akun
162	Laki - Laki	< 24 Tahun	Pelajar	30 menit - 2 jam	> 10 kali	3 akun
163	Laki - Laki	< 24 Tahun	Pelajar	2 jam - 4 jam	2 - 5 kali	1 akun
164	Perempuan	< 24 Tahun	Mahasiswa	30 menit - 2 jam	> 10 kali	3 akun

165	Laki - Laki	24 - 35 Tahun	Karyawan Swasta	30 menit - 2 jam	2 - 5 kali	3 akun
166	Laki - Laki	24 - 35 Tahun	Karyawan Swasta	< 30 menit	> 10 kali	3 akun
167	Laki - Laki	< 24 Tahun	Mahasiswa	30 menit - 2 jam	2 - 5 kali	1 akun
168	Perempuan	< 24 Tahun	Wiraswasta / Pengusaha	4 jam - 6 jam	6 - 10 kali	1 akun
169	Perempuan	< 24 Tahun	Pelajar	30 menit - 2 jam	1 kali	1 akun
170	Laki - Laki	24 - 35 Tahun	Karyawan Swasta	2 jam - 4 jam	2 - 5 kali	2 akun
171	Perempuan	24 - 35 Tahun	Karyawan Swasta	30 menit - 2 jam	1 kali	1 akun
172	Laki - Laki	24 - 35 Tahun	Karyawan Swasta	30 menit - 2 jam	2 - 5 kali	3 akun
173	Laki - Laki	24 - 35 Tahun	Karyawan Swasta	30 menit - 2 jam	6 - 10 kali	2 akun
174	Perempuan	24 - 35 Tahun	Wiraswasta / Pengusaha	2 jam - 4 jam	> 10 kali	3 akun
175	Perempuan	< 24 Tahun	Mahasiswa	30 menit - 2 jam	6 - 10 kali	1 akun
176	Perempuan	24 - 35 Tahun	Karyawan Swasta	4 jam - 6 jam	> 10 kali	2 akun
177	Laki - Laki	24 - 35 Tahun	Karyawan Swasta	30 menit - 2 jam	> 10 kali	2 akun



178	Perempuan	24 - 35 Tahun	Karyawan Swasta	2 jam - 4 jam	6 - 10 kali	2 akun
179	Perempuan	< 24 Tahun	Karyawan Swasta	4 jam - 6 jam	> 10 kali	1 akun
180	Perempuan	24 - 35 Tahun	Karyawan Swasta	> 6 jam	> 10 kali	3 akun
181	Perempuan	24 - 35 Tahun	Wiraswasta / Pengusaha	2 jam - 4 jam	> 10 kali	3 akun
182	Laki - Laki	24 - 35 Tahun	Karyawan Swasta	30 menit - 2 jam	> 10 kali	2 akun
183	Perempuan	24 - 35 Tahun	Pegawai Negeri	30 menit - 2 jam	2 - 5 kali	1 akun
184	Perempuan	24 - 35 Tahun	Wiraswasta / Pengusaha	> 6 jam	> 10 kali	2 akun
185	Perempuan	24 - 35 Tahun	Karyawan Swasta	2 jam - 4 jam	> 10 kali	1 akun
186	Perempuan	< 24 Tahun	Mahasiswa	< 30 menit	2 - 5 kali	1 akun
187	Perempuan	< 24 Tahun	Wiraswasta / Pengusaha	2 jam - 4 jam	6 - 10 kali	3 akun
188	Perempuan	24 - 35 Tahun	Pegawai Negeri	2 jam - 4 jam	2 - 5 kali	3 akun
189	Perempuan	< 24 Tahun	Mahasiswa	> 6 jam	1 kali	1 akun
190	Perempuan	< 24 Tahun	Mahasiswa	30 menit - 2 jam	> 10 kali	1 akun

191	Perempuan	24 - 35 Tahun	Karyawan Swasta	30 menit - 2 jam	2 - 5 kali	3 akun
192	Laki - Laki	24 - 35 Tahun	Karyawan Swasta	30 menit - 2 jam	6 - 10 kali	2 akun
193	Laki - Laki	24 - 35 Tahun	Wiraswasta / Pengusaha	< 30 menit	6 - 10 kali	2 akun
194	Perempuan	24 - 35 Tahun	Karyawan Swasta	30 menit - 2 jam	2 - 5 kali	1 akun
195	Laki - Laki	24 - 35 Tahun	Karyawan Swasta	30 menit - 2 jam	6 - 10 kali	3 akun
196	Laki - Laki	< 24 Tahun	Mahasiswa	30 menit - 2 jam	2 - 5 kali	1 akun
197	Laki - Laki	24 - 35 Tahun	Pegawai Negeri	30 menit - 2 jam	6 - 10 kali	2 akun
198	Perempuan	< 24 Tahun	Pelajar	4 jam - 6 jam	1 kali	1 akun
199	Laki - Laki	< 24 Tahun	Pelajar	< 30 menit	1 kali	2 akun
200	Perempuan	36 - 44 Tahun	Wiraswasta / Pengusaha	< 30 menit	1 kali	3 akun
201	Perempuan	< 24 Tahun	Pelajar	30 menit - 2 jam	2 - 5 kali	2 akun
202	Laki - Laki	24 - 35 Tahun	Wiraswasta / Pengusaha	< 30 menit	6 - 10 kali	2 akun
203	Laki - Laki	24 - 35 Tahun	Karyawan Swasta	> 6 jam	> 10 kali	3 akun

204	Laki - Laki	24 - 35 Tahun	Wiraswasta / Pengusaha	2 jam - 4 jam	> 10 kali	1 akun
205	Laki - Laki	24 - 35 Tahun	Wiraswasta / Pengusaha	2 jam - 4 jam	> 10 kali	1 akun
206	Laki - Laki	< 24 Tahun	Mahasiswa	2 jam - 4 jam	1 kali	2 akun
207	Laki - Laki	< 24 Tahun	Karyawan Swasta	30 menit - 2 jam	2 - 5 kali	3 akun
208	Perempuan	24 - 35 Tahun	Wiraswasta / Pengusaha	4 jam - 6 jam	1 kali	3 akun
209	Laki - Laki	< 24 Tahun	Mahasiswa	30 menit - 2 jam	6 - 10 kali	3 akun
210	Perempuan	< 24 Tahun	Mahasiswa	4 jam - 6 jam	2 - 5 kali	2 akun
211	Perempuan	< 24 Tahun	Karyawan Swasta	2 jam - 4 jam	1 kali	1 akun
212	Laki - Laki	24 - 35 Tahun	Pegawai Negeri	4 jam - 6 jam	> 10 kali	1 akun
213	Laki - Laki	24 - 35 Tahun	Wiraswasta / Pengusaha	< 30 menit	2 - 5 kali	2 akun
214	Laki - Laki	24 - 35 Tahun	Karyawan Swasta	30 menit - 2 jam	> 10 kali	2 akun
215	Laki - Laki	24 - 35 Tahun	Karyawan Swasta	30 menit - 2 jam	6 - 10 kali	3 akun

No Resp	Ukuran Kemasan yang Dibeli	Varian Rasa yang Disukai	Pernah Melakukan Pembelian Kopi Janji Jiwa di Kota	Sering Melakukan Pembelian Kopi Janji Jiwa
1	Regular	Kopi Klasik (Latte)	Klaten	Datang Langsung ke Outlet
2	Large	Teh Botol Series	Surakarta	Datang Langsung ke Outlet
3	Large	Kopi Klasik (Latte)	Surakarta	Datang Langsung ke Outlet
4	Large	Kopi Klasik (Latte)	Surakarta	Datang Langsung ke Outlet
5	Regular	Milktea	Surakarta	Datang Langsung ke Outlet
6	Regular	Milktea	Surakarta	Datang Langsung ke Outlet
7	Regular	Kopi Klasik (Latte)	Jabodetabek	Online
8	Regular	Kopi	Jabodetabek	Online
9	Regular	Kopi Klasik (Latte)	Surakarta	Online
10	Regular	Kopi	Yogyakarta	Online
11	Large	Kopi Klasik (Latte)	Jabodetabek	Online
12	Large	Kopi Klasik (Latte)	Yogyakarta	Online
13	Large	Kopi Klasik (Latte)	Surakarta	Online
14	Regular	Kopi Klasik (Latte)	Jabodetabek	Online
15	Large	Kopi	Yogyakarta	Datang Langsung ke Outlet
16	Regular	Kopi	Jabodetabek	Datang Langsung ke Outlet
17	Large	Kopi Klasik (Latte)	Surakarta	Online
18	Large	Kopi Klasik (Latte)	Jabodetabek	Online
19	Large	Kopi Klasik (Latte)	Jabodetabek	Online
20	Large	Kopi Klasik (Latte)	Jabodetabek	Online
21	Large	Kopi Klasik (Latte)	Semarang	Online
22	Regular	Kopi	Surakarta	Datang Langsung ke Outlet
23	Regular	Kopi Klasik (Latte)	Surakarta	Online
24	Regular	Kopi Klasik (Latte)	Surakarta	Datang Langsung ke Outlet
25	Large	Janji Jiwa X Oreo	Yogyakarta	Datang Langsung ke Outlet
26	Large	Janji Jiwa X Oreo	Yogyakarta	Datang Langsung ke Outlet
27	Regular	Tanpa Kopi / Non Kopi	Surakarta	Datang Langsung ke Outlet
28	Regular	Kopi Klasik (Latte)	Blitar	Online
29	Regular	Tanpa Kopi / Non Kopi	Yogyakarta	Datang Langsung ke Outlet
30	Large	Kopi Klasik (Latte)	Jabodetabek	Datang Langsung ke Outlet
31	Large	Kopi	Wonosobo	Online
32	Regular	Kopi Klasik (Latte)	Salatiga	Datang Langsung ke Outlet

33	Regular	Kopi	Diberbagai daerah pas ketemu	Online
34	Regular	Kopi Klasik (Latte)	Salatiga	Datang Langsung ke Outlet
35	Regular	Kopi Klasik (Latte)	Yogyakarta	Online
36	Large	Soeram Series	Lampung	Online
37	Regular	Kopi	Salatiga	Datang Langsung ke Outlet
38	Regular	Kopi Klasik (Latte)	Yogyakarta	Online
39	Regular	Kopi	Semarang	Datang Langsung ke Outlet
40	Large	Kopi	Wonosobo	Online
41	Regular	Kopi Klasik (Latte)	Jabodetabek	Online
42	Regular	Kopi	Surakarta	Datang Langsung ke Outlet
43	Regular	Tanpa Kopi / Non Kopi	Jabodetabek	Online
44	Regular	Tanpa Kopi / Non Kopi	Yogyakarta	Datang Langsung ke Outlet
45	Regular	Kopi	Salatiga	Online
46	Regular	Kopi	Surakarta	Datang Langsung ke Outlet
47	Regular	Kopi	Surakarta	Datang Langsung ke Outlet
48	Large	Kopi Klasik (Latte)	Surakarta	Online
49	Large	Kopi Klasik (Latte)	Jabodetabek	Online
50	Large	Kopi Klasik (Latte)	Semarang	Online
51	Large	Janji Jiwa X Oreo	Semarang	Datang Langsung ke Outlet
52	Regular	Kopi	Semarang	Datang Langsung ke Outlet
53	Regular	Kopi	Bandung	Online
54	Large	Teh Botol Series	Semarang	Datang Langsung ke Outlet
55	Large	Teh Botol Series	Jabodetabek	Online
56	Regular	JanjiLo Series (Janji Jiwa X Milo)	Yogyakarta	Online
57	Regular	Kopi Klasik (Latte)	Yogyakarta	Online
58	Regular	Kopi Klasik (Latte)	Yogyakarta	Datang Langsung ke Outlet
59	Large	Teh Botol Series	Malang	Datang Langsung ke Outlet
60	Regular	JanjiLo Series (Janji Jiwa X Milo)	Yogyakarta	Online
61	Regular	Kopi Klasik (Latte)	Yogyakarta	Datang Langsung ke Outlet
62	Regular	Milktea	Yogyakarta	Online
63	Regular	Kopi	purwakarta	Datang Langsung ke Outlet
64	Regular	Kopi	Yogyakarta	Online

65	Regular	Kopi Klasik (Latte)	Yogyakarta	Datang Langsung ke Outlet
66	Regular	JanjiLo Series (Janji Jiwa X Milo)	Jabodetabek	Online
67	Regular	Kopi	Pekanbaru	Datang Langsung ke Outlet
68	Large	Kopi	Surakarta	Datang Langsung ke Outlet
69	Regular	Kopi Klasik (Latte)	Bandung	Datang Langsung ke Outlet
70	Regular	Tanpa Kopi / Non Kopi	Surakarta	Datang Langsung ke Outlet
71	Regular	JanjiLo Series (Janji Jiwa X Milo)	Yogyakarta	Datang Langsung ke Outlet
72	Regular	Kopi Klasik (Latte)	Bandung	Datang Langsung ke Outlet
73	Regular	Tanpa Kopi / Non Kopi	Jabodetabek	Online
74	Regular	Kopi Klasik (Latte)	Bandung	Online
75	Regular	Kopi Klasik (Latte)	bandung	Datang Langsung ke Outlet
76	Regular	Kopi Klasik (Latte)	Yogyakarta	Online
77	Regular	JanjiLo Series (Janji Jiwa X Milo)	Surakarta	Datang Langsung ke Outlet
78	Regular	Kopi	Indramayu	Online
79	Regular	Pandan Series	Jabodetabek	Online
80	Regular	Kopi Klasik (Latte)	Yogyakarta	Online
81	Regular	Kopi	Jabodetabek	Online
82	Regular	Kopi	Jabodetabek	Online
83	Regular	Kopi	Jabodetabek	Datang Langsung ke Outlet
84	Large	Kopi Klasik (Latte)	Surakarta	Datang Langsung ke Outlet
85	Regular	Milktea	Surakarta	Online
86	Regular	Kopi Klasik (Latte)	Surakarta	Datang Langsung ke Outlet
87	Regular	Janji Jiwa X Oreo	Surabaya	Datang Langsung ke Outlet
88	Regular	Kopi Klasik (Latte)	Yogyakarta	Online
89	Large	Kopi Klasik (Latte)	Yogyakarta	Datang Langsung ke Outlet
90	Regular	Kopi	Surabaya	Datang Langsung ke Outlet
91	Regular	Kopi Klasik (Latte)	Surakarta	Datang Langsung ke Outlet
92	Regular	Kopi	Surakarta	Datang Langsung ke Outlet
93	Regular	Kopi Klasik (Latte)	Yogyakarta	Online
94	Regular	Janji Jiwa X Oreo	Klaten	Datang Langsung ke Outlet
95	Large	Kopi Klasik (Latte)	Surabaya	Online
96	Regular	Kopi Klasik (Latte)	Surabaya	Datang Langsung ke Outlet



97	Regular	Kopi Klasik (Latte)	Surakarta	Datang Langsung ke Outlet
98	Regular	Janji Jiwa X Oreo	Surakarta	Online
99	Large	Pandan Series	Surakarta	Online
100	Regular	Kopi Klasik (Latte)	Surakarta	Datang Langsung ke Outlet
101	Regular	Pandan Series	Surakarta	Datang Langsung ke Outlet
102	Regular	Earl Grey	Surakarta	Datang Langsung ke Outlet
103	Regular	Kopi Klasik (Latte)	Surabaya	Online
104	Regular	Tanpa Kopi / Non Kopi	Surakarta	Datang Langsung ke Outlet
105	Regular	JanjiLo Series (Janji Jiwa X Milo)	Surakarta	Online
106	Regular	Kopi Klasik (Latte)	Yogyakarta	Datang Langsung ke Outlet
107	Large	JanjiLo Series (Janji Jiwa X Milo)	Yogyakarta	Online
108	Regular	Tanpa Kopi / Non Kopi	Surakarta	Datang Langsung ke Outlet
109	Large	Kopi Klasik (Latte)	Surabaya	Online
110	Large	Kopi Klasik (Latte)	Surakarta	Datang Langsung ke Outlet
111	Large	Kopi Klasik (Latte)	Pontianak	Online
112	Regular	Kopi	Surakarta	Online
113	Large	Kopi	Surakarta	Datang Langsung ke Outlet
114	Regular	Tanpa Kopi / Non Kopi	Surakarta	Datang Langsung ke Outlet
115	Regular	Soeram Series	Surabaya	Datang Langsung ke Outlet
116	Regular	Soeram Series	Surakarta	Online
117	Large	Kopi	Surakarta	Datang Langsung ke Outlet
118	Regular	Kopi Klasik (Latte)	Yogyakarta	Online
119	Regular	Milktea	Surakarta	Datang Langsung ke Outlet
120	Regular	Kopi	Surabaya	Datang Langsung ke Outlet
121	Regular	Tanpa Kopi / Non Kopi	Batu	Online
122	Regular	Kopi Klasik (Latte)	Surakarta	Online
123	Regular	Milktea	Jabodetabek	Datang Langsung ke Outlet
124	Large	JanjiLo Series (Janji Jiwa X Milo)	Surakarta	Datang Langsung ke Outlet
125	Regular	Kopi	Jabodetabek	Online
126	Regular	Kopi	Jabodetabek	Online
127	Large	Kopi Klasik (Latte)	Surabaya	Datang Langsung ke Outlet
128	Regular	Kopi	Semarang	Datang Langsung ke Outlet

129	Regular	Kopi	Surakarta	Datang Langsung ke Outlet
130	Large	Kopi	Jabodetabek	Online
131	Regular	Kopi	Jabodetabek	Online
132	Regular	Kopi Klasik (Latte)	Surakarta	Datang Langsung ke Outlet
133	Regular	Milktea	Jabodetabek	Datang Langsung ke Outlet
134	Regular	Kopi Klasik (Latte)	Malang	Online
135	Regular	Teh Botol Series	BONTANG	Datang Langsung ke Outlet
136	Regular	Teh Botol Series	Pekanbaru	Datang Langsung ke Outlet
137	Regular	Kopi Klasik (Latte)	Jabodetabek	Datang Langsung ke Outlet
138	Regular	Tanpa Kopi / Non Kopi	Jabodetabek	Datang Langsung ke Outlet
139	Regular	Milktea	Jabodetabek	Datang Langsung ke Outlet
140	Regular	Kopi Klasik (Latte)	Semarang	Datang Langsung ke Outlet
141	Regular	Tanpa Kopi / Non Kopi	Solo	Datang Langsung ke Outlet
142	Regular	Kopi Klasik (Latte)	Semarang	Online
143	Regular	Kopi Klasik (Latte)	Surakarta	Datang Langsung ke Outlet
144	Regular	Pandan Series	Surakarta	Datang Langsung ke Outlet
145	Large	JanjiLo Series (Janji Jiwa X Milo)	Surakarta	Datang Langsung ke Outlet
146	Regular	Kopi Klasik (Latte)	Surakarta	Datang Langsung ke Outlet
147	Regular	Kopi Klasik (Latte)	Jabodetabek	Datang Langsung ke Outlet
148	Regular	Tanpa Kopi / Non Kopi	Semarang	Datang Langsung ke Outlet
149	Regular	Tanpa Kopi / Non Kopi	Surakarta	Datang Langsung ke Outlet
150	Regular	Janji Jiwa X Oreo	Semarang	Datang Langsung ke Outlet
151	Regular	Milktea	solo	Datang Langsung ke Outlet
152	Regular	Kopi Klasik (Latte)	Surakarta	Datang Langsung ke Outlet
153	Regular	Tanpa Kopi / Non Kopi	Magelang	Datang Langsung ke Outlet
154	Regular	Milktea	Surakarta	Datang Langsung ke Outlet
155	Regular	Janji Jiwa X Oreo	Surakarta	Datang Langsung ke Outlet
156	Regular	Tanpa Kopi / Non Kopi	Jabodetabek	Online
157	Regular	JanjiLo Series (Janji Jiwa X Milo)	Yogyakarta	Datang Langsung ke Outlet
158	Regular	Pandan Series	Surakarta	Datang Langsung ke Outlet
159	Large	Kopi	Yogyakarta	Datang Langsung ke Outlet
160	Regular	JanjiLo Series (Janji Jiwa X Milo)	Tasikmalaya	Datang Langsung ke Outlet

161	Regular	Kopi	Jabodetabek	Datang Langsung ke Outlet
162	Regular	Kopi Klasik (Latte)	Bandung	Online
163	Large	Kopi	Surakarta	Datang Langsung ke Outlet
164	Large	Kopi Klasik (Latte)	Surakarta	Datang Langsung ke Outlet
165	Large	Kopi Klasik (Latte)	Yogyakarta	Datang Langsung ke Outlet
166	Regular	Kopi Klasik (Latte)	Tidak pernah coba	Online
167	Large	Kopi	Yogyakarta	Online
168	Large	Kopi Klasik (Latte)	Semarang	Datang Langsung ke Outlet
169	Large	Kopi	Madiun	Datang Langsung ke Outlet
170	Regular	Kopi Klasik (Latte)	Samarinda	Datang Langsung ke Outlet
171	Regular	Kopi Klasik (Latte)	Jabodetabek	Datang Langsung ke Outlet
172	Large	Kopi Klasik (Latte)	Yogyakarta	Datang Langsung ke Outlet
173	Large	Kopi Klasik (Latte)	Yogyakarta	Datang Langsung ke Outlet
174	Regular	Kopi Klasik (Latte)	Yogyakarta	Online
175	Regular	Pandan Series	Yogyakarta	Datang Langsung ke Outlet
176	Regular	JanjiLo Series (Janji Jiwa X Milo)	Surakarta	Datang Langsung ke Outlet
177	Regular	Kopi Klasik (Latte)	Yogyakarta	Online
178	Kemasan 1 liter	Kopi Klasik (Latte)	Surabaya	Online
179	Regular	Kopi Klasik (Latte)	Surabaya	Datang Langsung ke Outlet
180	Regular	Kopi Klasik (Latte)	Yogyakarta	Online
181	Regular	Kopi	Surabaya	Datang Langsung ke Outlet
182	Regular	Teh Botol Series	Surabaya	Online
183	Regular	Kopi Klasik (Latte)	Yogyakarta	Online
184	Large	Pandan Series	Yogyakarta	Online
185	Large	Kopi Klasik (Latte)	Yogyakarta	Online
186	Regular	Kopi Klasik (Latte)	Yogyakarta	Online
187	Regular	Tanpa Kopi / Non Kopi	Batam	Online
188	Regular	Pandan Series	Klaten	Online
189	Regular	Kopi Klasik (Latte)	Bontang	Online
190	Regular	Kopi Klasik (Latte)	Purwokerto	Online
191	Large	Teh Botol Series	Jabodetabek	Online
192	Large	Kopi Klasik (Latte)	Yogyakarta	Datang Langsung ke Outlet
193	Large	Kopi Klasik (Latte)	Yogyakarta	Datang Langsung ke Outlet
194	Regular	Tanpa Kopi / Non Kopi	Madiun	Datang Langsung ke Outlet

195	Large	Kopi Klasik (Latte)	Yogyakarta	Datang Langsung ke Outlet
196	Regular	Kopi Klasik (Latte)	Surakarta	Datang Langsung ke Outlet
197	Large	Kopi Klasik (Latte)	Yogyakarta	Datang Langsung ke Outlet
198	Regular	Tanpa Kopi / Non Kopi	Bontang	Datang Langsung ke Outlet
199	Regular	Kopi Klasik (Latte)	Pekalongan	Online
200	Regular	Kopi Klasik (Latte)	Blitar	Datang Langsung ke Outlet
201	Regular	Janji Jiwa X Oreo	malang	Online
202	Regular	Kopi	Malang	Online
203	Regular	Kopi Klasik (Latte)	Yogyakarta	Datang Langsung ke Outlet
204	Regular	Kopi	Surakarta	Datang Langsung ke Outlet
205	Regular	Kopi	Surakarta	Datang Langsung ke Outlet
206	Large	Kopi Klasik (Latte)	Surakarta	Datang Langsung ke Outlet
207	Large	JanjiLo Series (Janji Jiwa X Milo)	Semarang	Online
208	Regular	Kopi Klasik (Latte)	Pangkalanbun	Datang Langsung ke Outlet
209	Regular	Kopi Klasik (Latte)	Bontang	Datang Langsung ke Outlet
210	Large	Janji Jiwa X Oreo	Banjarmasin	Online
211	Regular	Kopi Klasik (Latte)	Surakarta	Online
212	Regular	Janji Jiwa X Oreo	Surakarta	Online
213	Regular	Milktea	Surakarta	Datang Langsung ke Outlet
214	Large	Kopi Klasik (Latte)	Jabodetabek	Online
215	Large	Kopi Klasik (Latte)	Yogyakarta	Online

No Resp	ENT1	ENT2	ENT3	INT1	INT2	INT3	TRD1	TRD2	TRD3	CUS1	CUS2	CUS3	ADV1	ADV2	ADV3
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